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Guadalupe
California

WALLER FLOWERSEED

COMPANY

1958



FEATURING

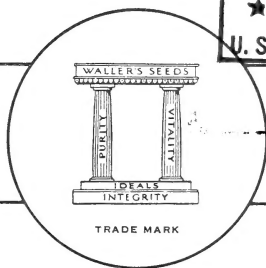
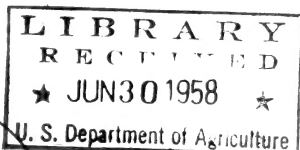


WALLER FLOWERSEED COMPANY
WHOLESALE GROWERS AND BREEDERS
GUADALUPE, CALIFORNIA

L. D. WALLER SEED CO. 1912-1924

WALLER-FRANKLIN SEED CO. 1924-1953

1958



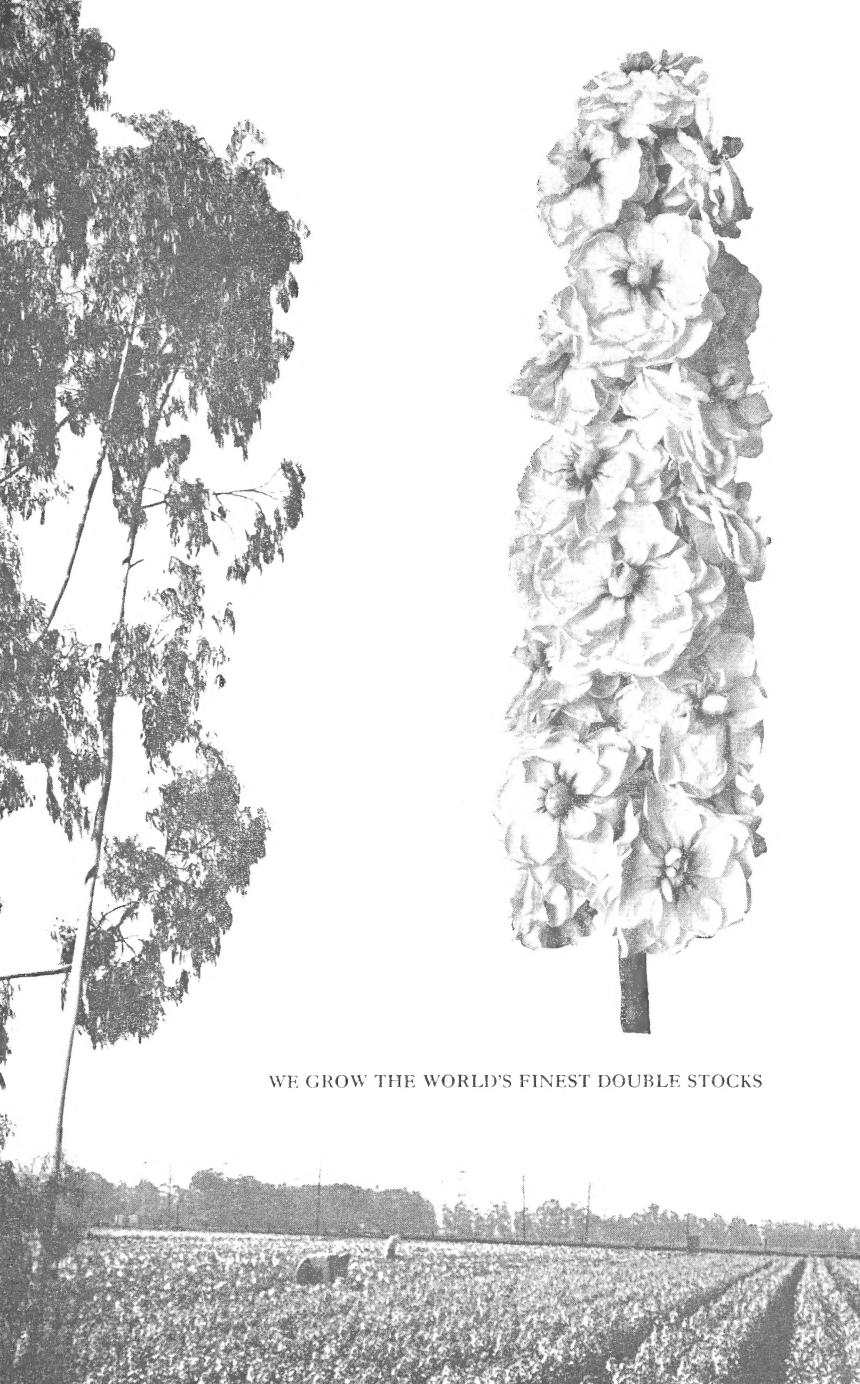
WHOLESALE CONTRACT
AND
DESCRIPTIVE TRADE LIST

MAIN OFFICE, TRIAL AND BREEDING GROUNDS
GUADALUPE, CALIFORNIA
NINE MILES WEST OF SANTA MARIA

PRINCIPAL GROWING STATIONS
SANTA MARIA VALLEY, ARROYO GRANDE, LOS ALAMOS

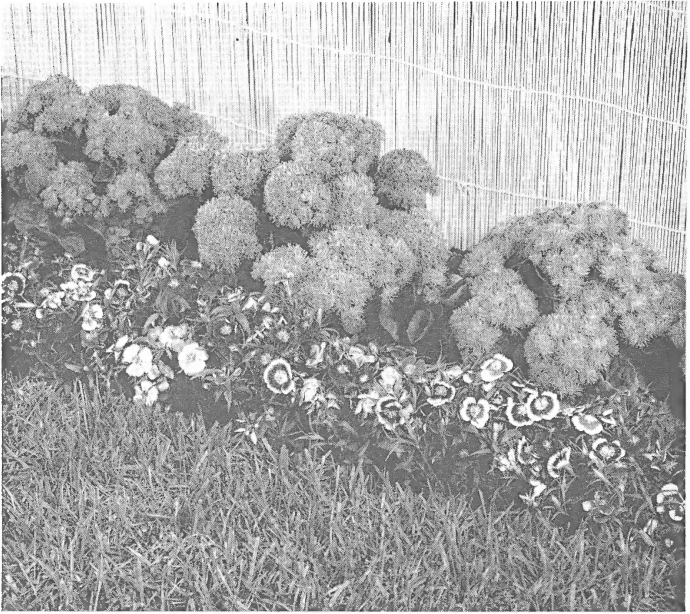
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WE GROW THE WORLD'S FINEST DOUBLE STOCKS

WEE WILLIE*



WEE WILLIE is used here with Tetra Ageratum BLUE MINK

New, and delightfully different, WEE WILLIE Sweet William is our premier introduction.

WEE WILLIE is a distinctly new strain of annual Sweet William that is ultra dwarf and compact in habit, making it ideally suited for use as an edging plant.

The single flowers are about $\frac{3}{4}$ inch in diameter, and are borne in clusters of four to six flowers. These are self, zoned and edged flowers in gay combinations of crimson, ruby, deep rose and pink and white.

The first flowers are produced at an extremely early stage, when the plants are about two inches in height. Peak bloom is approximately seven to eight weeks after planting. Plant habit is compact, usually about four to six inches in height, and four inches across (dependent of course on culture).

Now you can offer a Red edging plant, a welcome variation from the usual blue, violet and white edging plants. Widespread trials have indicated the adaptability of WEE WILLIE to most climatic conditions. However early planting is recommended.

*Trademark

WEE WILLIE*



WEE WILLIE is ideal for Plant Growers

WEE WILLIE FOR PACKET SALES

A beautiful new packet is in process of preparation by Schmidt Lithograph Company. Already the response to our preliminary listing has been outstanding, and we feel that WEE WILLIE will be one of the most widely featured novelties in 1958 catalogs and packet racks.

We suggest it should be sown direct, fairly thickly and with no thinning.

WEE WILLIE FOR PLANT SALES

As will be seen from the picture above, WEE WILLIE will bloom very early in the flat. The bright red shades are really eye-catching and are sure to win instant customer acceptance.

WEE WILLIE SALES AIDS

COLOR PHOTOGRAPHS. Yes! We have Ektachrome transparencies of each of the shots shown in this folder. 35 mm transparencies are also available at 50c each.

BLACK AND WHITE PHOTOGRAPHS. We have 5" x 7" glossy prints, too. Please specify those which you require.

PUBLICITY. Releases will be sent to all principal garden magazines, garden writers, leading newspapers and to other suitable media.

*Trademark

NEW HORIZON



PETUNIA NEW HORIZON

A fine new blend of Tall California Giants, noteworthy for the new range of colors not seen before in this class, coupled with almost complete uniformity of flower size.

New colors include rich strawberry, delicate Dresden pink, orchid lavender, old rose, copper rose, white; many have harmonizing throats veined and flushed with purple, brown and green shades.

NEW HORIZON is produced from family lines taken from our breeding ground. Both F2 and open-pollinated types are represented, to combine the best and rarest colors provided by both techniques.

Flowers are of extra large size—up to six and seven inches across, and are slightly ruffled. Plant growth is strong and vigorous. The first flowers are borne on a central upright stem, with base branches following to form a mound-like plant.

NEW HORIZON is our suggestion for the best Tall Giant of California strain to offer to your most critical plant growers.

CARROUSEL



F2 SNAPDRAGON CARROUSEL

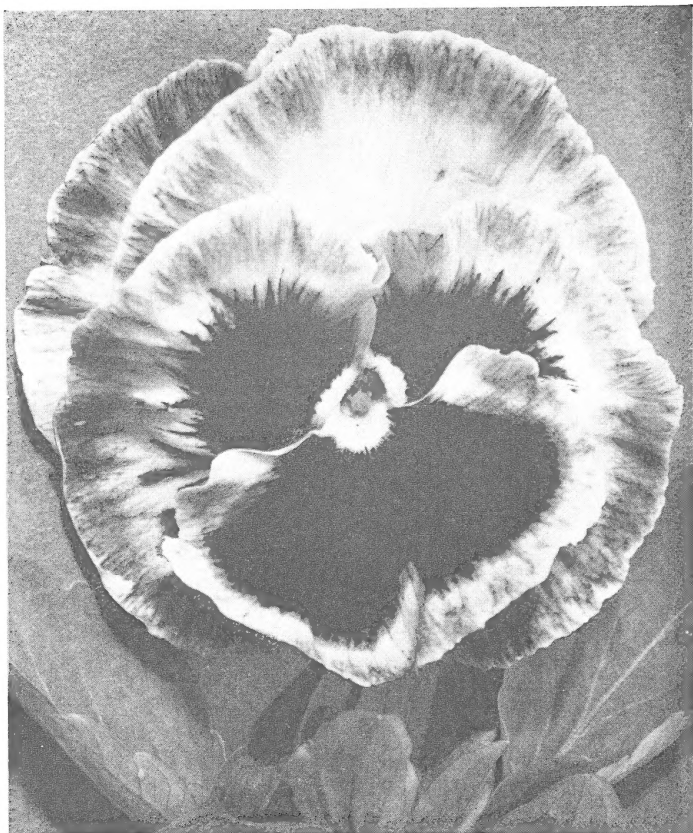
Like a merry-go-round on a color wheel! All colors represented in Snapdragons are represented in this outstanding mixture, offering the vigor and uniformity of hybrid plants, at reasonable cost.

Grown from F1 plants, this new mixture offers a wide color range and exceptional hybrid vigor for superior garden performance.

Plants are early, fast growing, uniform in height at about thirty inches, with flowers evenly spaced on long stems.

This is a mixture which will delight the home gardener, and which bedding plant growers can offer with complete confidence. The many plus qualities of CARROUSEL Snapdragon are unrivalled by any other strain.

COLOR CARNIVAL



F2 PANSY, COLOR CARNIVAL

As specialists in American grown Pansy, we are most proud of the reception accorded this fine hybrid strain.

For two years bedding plant growers have witnessed the performance of this revolutionary new American Pansy. Not only is the germination of the highest standard of California grown Pansy seed, but the quality has proven in many instances to be finer than that obtainable in the best European specialty strains of Swiss type Pansy. A magnificent color range of heavy texture on husky plants is produced by Color Carnival. Flower size is among the largest, if not greater in many instances. A thoroughly satisfying strain from the standpoint of all who have viewed it, used it in the garden, grown it for bedding plant sales.

MASQUERADE



F2 PANSY, MASQUERADE

The same breeding techniques which have made Color Carnival Pansy so immensely popular, have been applied to our own special strain derived from the famous Oregon Jumbo type. This new production method has resulted in beautiful flat blooms of huge size. Striped and shaded blooms are varicolored in the typical Jumbo manner, in combinations of rust, yellow, blue, violet, pinkish mauve and lavender. Color patterns of the flowers include bi-colored, shaded, blotched and edged types.

Plant habit is vigorous yet reasonably compact, not often exceeding six inches in height. MASQUERADE is earlier than the Swiss types, and by comparison, is up to fourteen days earlier flowering than Color Carnival.

This new Pansy should be offered where there is a demand for an early mixture of brighter and lighter colors, together with largest flower size.

WALLER FLOWERSEED COMPANY

ON QUALITY AND PRICE—we are specialists in general production of a complete listing of flower seeds. We spare no effort to produce the finest quality strains, the purest seed deliveries, and stand firmly behind each item we deliver. The basic ideal on which our company has prospered throughout over forty-five years of its existence has been that of producing the highest quality flower seed, strain for strain, that scientific knowledge can produce. It has been our endeavor throughout these years to charge fair prices for this merchandise, and we have been quite successful in this regard as the record will show. Truly low cost methods of flower seed production invariably are based upon low quality of strain and seed milling. Compared with other agricultural seeds, flower seeds are relatively young in their development. Flower seeds, therefore, are far more variable in nature and require a higher degree of concentrated breeding work to maintain top quality strains. The slightest let down can provide decidedly inferior results. It is also a fact that pure line strains of flower seed generally yield far less per acre. The ultimate consumer in all cases wants and will look for the highest quality obtainable. Year in and year out, the small additional cost of our high quality production will repay you in increased sales and repeat business based upon customer satisfaction.

PROMOTION—we distribute all pertinent information to the leading garden magazines, leading newspaper garden departments and such other publications as are considered worthy agencies.

We are in constant contact with packet manufacturers and underwrite production of lithographed packets of the finest new items of our development introduced each year.

PHOTOGRAPHS—in black and white are available of all items in our listing at a nominal charge of \$2.00 each. These are suitable for the production of half-tones. Color transparencies are available of many items in our listing at a cost price. New transparencies will be made by us on request on a custom basis.

COLOR TRANSPARENCIES—are available on many items in our listing of high quality suitable for production of four-color catalog plates.

Terms—sixty day rental fee \$10.00, \$2.00 each additional month, purchase price 4 x 5 size \$12.50, 5 x 7 size \$15.00.

TRIAL SAMPLES—all items in our listing are available for trial purposes as we are glad to enter competitive comparison trials of our items with those of other sources.

WHOLESALE GROWERS AND BREEDERS

TERMS—these prices effective on all sales immediately, minimum charge per item 50c. Three ounces or under at ounce rate, four ounces or over at pound rates.

All seeds are quoted f.o.b. Guadalupe, California, 60 days acceptance net, less 1% cash thirty days. Invoices payable in U. S. dollars. All overdue accounts subject to sight draft without further notice. Bags and containers will be charged at cost and are not returnable.

We reserve the right to change prices in this list at any time.

For every contract order that we shall accept, we have sufficient land planted to produce the desired quantity of seed under normal conditions.

Should the outcome of the crop be lower than our estimation, orders will be filled pro rata only. Crop failure or any other cause beyond our control releases us entirely from delivery.

We warrant, to the extent of the purchase price, that Seeds or Bulbs sold are as described on the container, within recognized tolerances. We give no other or further warranty, expressed or implied.

COMPLAINTS on outward appearance and on the weight of the seed must be lodged within one week of delivery; those on germination within one month; those on the trueness of the strain by the end of the first normal blooming season of the item.

ORDERS—clear instructions are appreciated, otherwise we shall ship via the cheapest and most direct route.

SPOT ORDERS—will be handled and shipped the same day as received.

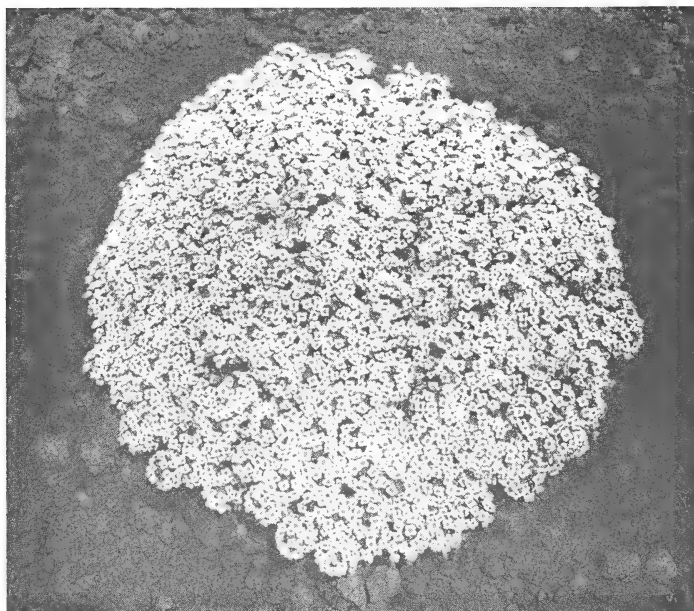
INSURANCE—will be covered by us and charged at cost, unless otherwise instructed. Our policies have excellent coverage including all risks. Please advise us if shipments arrive in damaged condition or are apparently lost in transit.

**WE ARE WHOLESALE GROWERS AND SERVE ONLY
THE SEED TRADE.**

CABLE ADDRESS "WALLER, GUADALUPE"

Telephone 2371

WALLER FLOWERSEED COMPANY



Alyssum Carpet of Snow W-F Special Strain

ABRONIA

Sand Verbena—Annual—2,300 seeds per oz.

	Price per oz.	per lb.
Umbellata Grandiflora. Pink trailing.....	\$0.95	\$ 7.50

AGERATUM

Floss Flower—Annual—225,000 seeds per oz.

W-F Blue Ball Improved. Compact plants, 4 to 5 in.....	3.00	30.00
Blue Bedder, compact, 5 in.....	3.00	30.00

BLUE MINK

The new tetraploid Ageratum bearing giant trusses of fluffy powder blue flowers on strong husky plants. 5 to 6 inches tall, upright and compact. This is an ideal subject for edging or border use in the home garden. Produces huskier plants for fast sale in pots or flats.

Price per oz. \$2.50; per lb. \$25.00

Blue Perfection. Light azure blue, 10 inches tall.....	1.60	16.00
W-F Fairy Pink. Soft salmon rose-pink.....	3.00	30.00
W-F Midget Blue. Very low and compact, 3 to 4 in. S.M., A.A.S. '39.....	3.00	30.00

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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ALYSSUM

Madwort—Sweet Alyssum—60,000 seeds per oz.

There is a great deal of difference between ordinary and the well-selected strains of Alyssum backed by many years of trial ground selection work. If you serve a critical trade your customers will be pleased with these extra-selected strains.

ANNUAL

Carpet of Snow (Snowcloth), the most popular of white Alyssums and a **W-F** specialty for over forty years. The plants are flat and compact. Maximum height 2½ inches..... \$0.85 \$ 7.00

Little Gem. Pure white, dwarf compact habit, height 6 inches. Almost perfection in uniformity..... .85 7.00

Maritimum, sweet white, honey scented, 1 ft..... .75 6.00

Royal Carpet, A.A.S. '52. 1½ inches tall. Medium violet..... 1.40 14.00

W-F Tetra Snowdrift. New giant maritimum white..... 1.25 10.00

Violet Queen. 6 inches..... 1.25 10.00

W-F Violet Queen Improved, deep selection, a specialty of our house, exceedingly deep bright color, very compact, height 4 inches, for the critical trade..... 2.50 25.00

PERENNIAL

Rock Garden Perennial Rare Species Mixed..... 2.00 20.00

Saxatile Compactum (Gold Dust). Golden yellow. Our plants are constantly selected for bright color and compact plants..... .75 6.00

Saxatile Compactum (Silver Queen) sulphur yellow, 1 ft..... 1.50 15.00

AMARANTHUS

Annual—30,000 seeds per oz.

Tricolor (Joseph's Coat) yellow, green, red, 3 ft..... .80 6.50

ANAGALLIS

Pimpernel—Annual—42,000 seeds per oz.

Mixed colors, 9 in. (Grandiflora)..... .50 4.00

ANCHUSA

Alkanet—Sea Bugloss—1,200 seeds per oz.

ANNUAL

Capensis (Blue Bird), compact, indigo blue, 2 ft..... .60 5.00

PERENNIAL

Italica Opal, (Dropmore) (Lissadell), light blue, 6 ft..... .60 5.00

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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ANTIRRHINUM

Snapdragon—Annual—220,000 seeds per oz.

We have reclassified our listing of Antirrhinums. The objective has been to simplify and pass along to you benefits of our extensive breeding work of recent years.

F2 HYBRID

Carrousel, 2½ ft., an outstanding new mixture grown from selected F1 planting stock. As delightful in colors as a merry-go-round on a color wheel! Hybrid vigor and uniformity for superior garden performance, early blooming.

Price \$1.50 per oz., \$15.00 per lb.

TALL RUST RESISTANT, 2½ ft. (Majus—Maximum)

W-F	Alaska (Shasta), best pure white.....	\$2.00	\$20.00
W-F	Apple Blossom, rosy pink, white tube.....	2.00	20.00
W-F	Brilliant Rose (Pinkie), true rose pink.....	2.00	20.00
W-F	Campfire (Indian Summer) (Scarlet) (Defiance), luminous scarlet	2.00	20.00
W-F	Cherry Rose, deep brilliant cherry rose.....	2.00	20.00
W-F	Copper Queen, bronzy copper.....	2.00	20.00
W-F	Orange Shades (Autumn Glow Shades), brilliant tones of orange	2.00	20.00
W-F	Padre (Crimson), deep glossy crimson, dark stems and leaves..	2.00	20.00
W-F	Paradise Rose (Loveliness) (Pink Sensation), light pink.....	2.00	20.00
W-F	Rosalie, bright deep rose, B.M., A.A.S. '40.....	2.00	20.00
W-F	Yellow Giant (Canary Bird) (Yellow Jacket), deep canary yellow	2.00	20.00
W-F	W-F Formula Blend, best of the above varieties blended in proper proportion to give the widest range of pleasing colors	1.75	17.50
W-F	Choice Mixed Colors, varieties listed above, superior to and should be used for University of California Mixture.....	1.25	10.00

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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SUPER MAJESTIC OR MEDIUM TALL RUST RESISTANT, 20 in.

A medium tall class of base-branching plants with heavy compact spikes of large blooms. Excellent for both garden and cut flowers.

Superb Mixed Colors.....	\$2.00	\$20.00
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NANUM GRANDIFLORUM OR HALF-DWARF, 16 in.

Choice Mixed Colors.....	1.50	15.00
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TOM THUMB, 8 in.

Choice Mixed Colors.....	1.80	18.00
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MINIATURE OR ROCK HYBRIDS, 6 in.

Magic Carpet, rich soft colors.....	3.00	30.00
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TETRAPLOID, 2 ft.

Candlelight, yellow	4.00	40.00
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Crimson, velvety crimson	4.00	40.00
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Dark Orange	4.00	40.00
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Dark Rose	4.00	40.00
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Orchid	4.00	40.00
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Pink and Rose Shades.....	4.00	40.00
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Sunset Shades, bronze, pink and primrose.....	4.00	40.00
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Talisman Hybrids, blend of gold, scarlet and orange.....	4.00	40.00
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White	4.00	40.00
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Yellow	4.00	40.00
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Choice Mixed Colors.....	1.25	12.50
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WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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AQUILEGIA

Columbine—Perennial—17,500 seeds per oz.

For many years W-F have been leaders in the production of Aquilegia of the very highest quality. Every year careful selection and breeding work is done to steadily increase their size, vigor, length of spurs, and colors.

Chrysantha, yellow, 3 ft..... \$4.00 \$40.00

W-F SPECIAL LONG SPURRED STRAINS

BLUE SHADES

The finest strain in existence. The result of years of selecting. Huge flowers on plants 3 feet high. The strain was bred and perfected by W-F over a long period of years.

Price per oz. \$4.50, per lb. \$45.00

Copper Queen, copper red and straw, 3 ft.....	4.50	45.00
Crimson Star, dwarf 1½ ft.....	4.50	45.00
Orange and Scarlet Shades, 3 ft. H.C.R.H.S. '53.....	4.50	45.00
Pink Shades, 3 ft.....	4.50	45.00
Rose Queen, 3 ft.....	4.50	45.00
Snow Queen, 3 ft. A.M.R.H.S. '53 pure white.....	4.50	45.00

W-F HYBRIDS MIXED

This strain has been a specialty of our firm for many years and it is, in our opinion, superior to any strain of which we have knowledge. This blend contains many unique colors. 3 ft.

Price per oz. \$3.50, per lb. \$35.00

McKana Giants, Mixed Colors, B.M., A.A.S. '55.....	5.00	50.00
Mrs. Scott Elliott's Strain Mixed Colors, 3 ft.....	3.00	30.00

ARCTOTIS

Grandis, African Lilac Daisy, 3 ft. annual, 25,000 seeds per oz.	.80	6.50
Large Flowered Hybrids, interesting and varied colors 1½ ft. annual, 9,000 seeds per oz.....	3.00	30.00

WHOLESALE GROWERS AND BREEDERS



Hybrid Aquilegia are the finest.

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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ARMERIA

Giant Thrift—Sea Pink—Perennial—12,000 seeds per oz.

Giant Rose Pink, (Formosa Hybrida).....	\$5.00	\$50.00
Large Flowered Hybrids, (Formosa).....	1.25	10.00

ASPARAGUS FERN

Perennial Greenhouse Climber—650 seeds per oz.

Plumosus Nanus	2.50	25.00
Sprengeri	2.50	25.00

ASTERS

Annual—12,000 seeds per oz.

BOUQUET TYPE, Wilt Resistant, 2 ft.

Coppery Rose Bouquet.....	3.00	30.00
Crimson Rose Bouquet.....	3.00	30.00
Rose Bouquet	3.00	30.00
Rose Pink Bouquet	3.00	30.00
Scarlet Bouquet	3.00	30.00
White Bouquet	3.00	30.00
Powderpuffs, mixture of all above colors.....	2.75	27.50

GIANT CREGO IMPROVED, Wilt Resistant, 2½ ft.

Azure, light blue.....	1.25	12.50
Blue Flame	1.25	12.50
Crimson	1.25	12.50
Dark Blue (Purple).....	1.25	12.50
Deep Rose	1.25	12.50
Shell Pink	1.25	12.50
White	1.25	12.50
Choice Mixed Colors.....	1.20	12.00

SUPER GIANTS, 3 ft.

El Monte, crimson.....	2.50	25.00
Los Angeles, shell pink.....	2.50	25.00
Choice Mixed Colors	2.50	25.00

LATE BRANCHING, Wilt Resistant, 2½ ft.

Azure	1.25	12.50
Crimson	1.25	12.50
Peerless Pink, shell pink	1.25	12.50
Purple	1.25	12.50
Rose	1.25	12.50
Scarlet (Sensation)	1.25	12.50
White	1.25	12.50
Choice Mixed Colors.....	1.20	12.00

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
EARLY BEAUTY, Wilt Resistant, 2½-3 ft.		
Choice Mixed Colors.....	\$1.80	\$18.00
EARLY GIANT, Wilt Resistant, 1½ ft.		
Choice Mixed Colors.....	2.25	22.50
EARLY ROYAL, Wilt Resistant, 2 ft.		
Choice Mixed Colors.....	1.20	12.00
HEART OF FRANCE, Wilt Resistant, 2 ft.		
Brilliant Red	1.75	17.50
CALIFORNIA GIANT SUNSHINE, Not Resistant, 3 ft.		
Choice Mixed Colors	1.80	18.00
PRINCESS, Wilt Resistant, 3-3½ ft.		
Choice Mixed Colors	1.80	18.00
QUEEN OF THE MARKET, Wilt Resistant, 2 ft.		
Choice Mixed Colors.....	1.10	11.00

BALLOON VINE

Love in a Puff—Annual Climber—400 seeds per oz.

Cardiospermum60	5.00
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BALSAM

Impatiens—Lady Slipper—Annual—3,500 seeds per oz.

Camellia-flowered, Choice Mixed Colors, 2 ft.....	.60	5.00
Bush-flowered, Choice Mixed Colors, 15 in.....	1.20	12.00

BEANS

Annual Climber—25 seeds per oz.

Scarlet Runner50
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BELL OF IRELAND

Moluccella Laevis—Annual—2 ft.—3,000 seeds per oz.

Green , bell shaped flowers on sturdy stems. Exceptional keeping quality as cut flower. Of novel interest for the garden. For best germination should be sown when soil has warmed well in Spring		
	.70	5.50

BRACHYCOME

Swan River Daisy—Annual—1 ft.—150,000 seeds per oz.

Choice Mixed Colors, (Iberidifolia)	1.20	12.00
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W-F Blends and Mixtures

W-F Formula Blend. Not grown as a mixture, but made from separately grown varieties properly blended.

W-F Formula Mixture. Grown as a mixture from master formulae of carefully blended colors.

WALLER FLOWERSEED COMPANY



Pacific Beauty Calendula

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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CALENDULA

Pot Marigold—Annual—1½ ft.—4,000 seeds per oz.

Art Shades, contains delicate shades.....	\$0.60	\$5.00
Ball's Gold Improved , golden yellow.....	.60	5.00
Ball's Lemon Queen, dark center.....	.60	5.00
Ball's Long Orange Improved, extra long stems.....	.60	5.00
Ball's Masterpiece , rich orange, long stems.....	.60	5.00
Ball's Orange Improved.....	.60	5.00
Campfire Improved (Sensation) , dark orange.....	.60	5.00
Chrysanth (Sunshine) buttercup yellow.....	.60	5.00
Lemon Queen (Sulphurea) sunflower yellow.....	.60	5.00
W-F Orange King (Special Strain) rich deep orange red, dark center, continuously grown and selected for over 25 years. Especially selected for florists' use.....	.60	5.00
Orange Shaggy , petals long and deeply fringed. Color is deep orange, lighter in the center of the bloom.....	.60	5.00
W-F Trial Ground Mixture . A carefully blended mixture of large flowered varieties, including our newest developments....	.60	5.00
Choice Mixed Colors , all varieties.....	.55	4.50

PACIFIC BEAUTY CALENDULA

Originated by W-F

This new family of Calendula is the result of several years work to produce a strain with uniformly large flowers of better formation, longer and straighter stems, clearer colors, and more resistant to mid-summer heat.

W-F Apricot Beauty —Of an attractive two-toned effect together with large flowers and long stems.....	.60	5.00
W-F Cream Beauty —The creamy-white shading to soft light yellow makes this the most delicately colored of all Calendulas....	.60	5.00
W-F Lemon Beauty —A pure lemon yellow. The long, wide petals give the flowers a much more graceful appearance.....	.60	5.00
W-F Persimmon Beauty —Flowers of a true persimmon-orange of unusual brilliance and size, with long graceful petals.....	.60	5.00
W-F W-F Formula Blend —A blend of all Pacific Beauty varieties in proper color balance.....	.60	5.00
W-F Choice Mixed Colors —All varieties, field grown.....	.55	4.50

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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CALIFORNIA NATIVE FLOWERS

W-F FORMULA BLEND. An exceptional mixture of true California native flowers. Carefully selected to make the most colorful as well as the most interesting display.
Price per oz. \$0.60, per lb. \$5.00.

CALLIOPSIS

Annual form of Coreopsis—100,000 seeds per oz.

DWARF

Gold Crest, large golden yellow semi-double with brown zone,
18 in. (Drummondii) \$1.00 \$ 8.00

TALL, Bicolor, 3½ ft.

All-Double Mixed Colors (Drummondii)55 4.50

CAMPANULA

Canterbury Bell—125,000 seeds per oz.

ANNUAL, 2½ ft.

A strain of Canterbury Bells which will flower in the late summer and autumn from very early spring sowing.

W-F Choice Mixed Colors..... 1.25 10.00

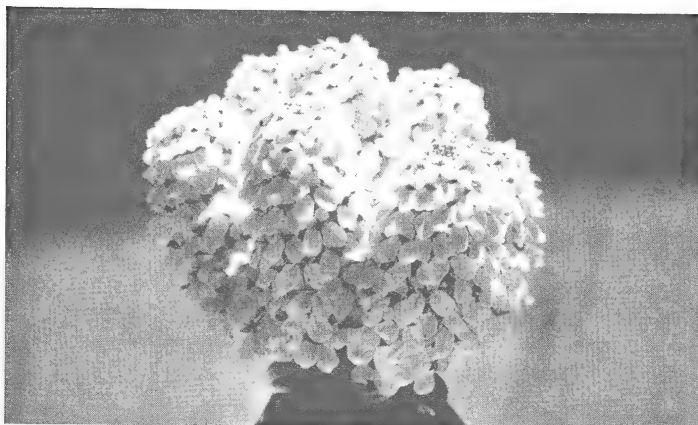
MEDIUM CALYCANTHEMA, Cup and Saucer, 3 ft.—biennial

Dark Blue 1.80 18.00
Light Blue 1.80 18.00
Rose 1.80 18.00
White 1.80 18.00
Choice Mixed Colors..... 1.50 15.00

MEDIUM SINGLE, 3 ft.—biennial

Dark Blue75 6.00
Light Blue75 6.00
Pink75 6.00
White75 6.00
Choice Mixed Colors..... .60 5.00

WHOLESALE GROWERS AND BREEDERS



Candytuft Super Hyacinth Flowered Iceberg

CANDYTUFT

Coronaria and Umbellata—10,000 seeds per oz.

GIANT HYACINTH FLOWERED (CORONARIA), 1 ft. —annual

ICEBERG

Super Hyacinth Flowered Florist Candytuft. The finest we have marketed. Six spikes are the general rule. The individual florets are up to two times as large as any Candytuft previously offered.

Price per oz., \$1.25; per lb., \$10.00

W-F

	Price per oz. per lb.	
Florist Type, Extra Select, a superior strain.....	\$0.75	\$ 6.00
White, regular strain.....	.55	4.50
UMBELLATA, 1 ft. —annual		
W-F Formula Blend, a fine blend of separate colors.....	.75	6.00
Choice Mixed Colors, all varieties.....	.55	4.50
UMBELLATA DWARF, 8 in. —annual		
Fairy Mixed Colors	1.50	15.00
PERENNIAL OR IBERIS		
Gibraltarica, lilac shading to white, 1 ft.....	1.00	8.00
Sempervirens, white, 1 ft.....	1.50	15.00

WALLER FLOWERSEED COMPANY



Our Dwarf Hybrid Dahlias are tops

WHOLESALE GROWERS AND BREEDERS



The most extensive Carnation seed production in the United States.

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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CARNATIONS

Dianthus Caryophyllus—15,000 seeds per oz.

For several years we have been acknowledged leaders in the production of American grown Carnation seed. The varieties we offer have proved to be the best types for American gardens. They are carefully grown in well isolated plantings to assure trueness to color and type.

ANNUAL BLOOMING VARIETIES

ENGLISH GIANTS (J. M. Bridgefords Strain)

Mixed colors, superior size blooms comparable to greenhouse grown carnations if secondary buds are removed. 18 in. \$2.00 \$20.00

MARGUERITE, 20 inches.

Choice Mixed Colors, slightly smaller blooms than Chabaud type 1.20 12.00

CHABAUD'S GIANT IMPROVED, 20 inches.

These Carnations bloom five months from time seed is planted and continue throughout the summer. The plants are of robust upright habit; they form ten to twenty stalks, bearing huge flowers of fine form; they come about 95% double, remarkably true to color, and are clove scented.

Apricot (Safron)	2.50	25.00
Cardinal Red (Sparkler) scarlet.....	2.50	25.00
Crimson (Nero) maroon.....	2.50	25.00
Deep Rose (Rose Queen deep).....	2.50	25.00
Deep Salmon (Aurora or Coppery Salmon).....	2.50	25.00
Fantasy, striped and variegated mixed colors.....	2.50	25.00
Flesh Pink (Rose Queen pale).....	2.50	25.00

ORANGE SHERBET

A very interesting addition to Chabaud Carnations. Petals are striped and flushed with scarlet on an orange apricot ground. Sure to be a favorite color.

Price per oz., \$2.50; per lb. \$25.00

Princess Alice, deep rose bicolor flushed white edge.....	2.50	25.00
Rose Pink (The Pearl) Lilac Ground.....	2.50	25.00
Salmon Rose (Legion of Honor).....	2.50	25.00
Violet (Purple)	2.50	25.00
White (Jeanne Dionis).....	2.50	25.00
Yellow (Marie Chabaud)	2.50	25.00
W-F Formula Blend. A color-balanced blend from separate varieties	2.50	25.00
Choice Mixed Colors.....	1.50	15.00

PERPETUAL GIANT, 16 to 20 inches

Choice Mixed Colors..... 3.50 35.00

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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ENFANT DE NICE, 16 inches.

The plants are of robust upright habit, with long, strong stalks bearing flowers 2½ to 3 inches in diameter. Larger blooms than Chabaud while not so heavily lacinated. The heavier fleshy foliage provides a husky seedling, ideal for bedding plant trade.

Flesh Pink.....	\$5.00	\$50.00
Pale Rose Pink.....	5.00	50.00
Red (Blood Red), Maroon.....	5.00	50.00
Rose, deep.....	5.00	50.00
Salmon, deep.....	5.00	50.00
Salmon, light.....	5.00	50.00
Scarlet.....	5.00	50.00
Striped Mixture.....	5.00	50.00
Violet (Purple).....	5.00	50.00
White.....	5.00	50.00
Yellow.....	5.00	50.00
W-F Formula Blend. Made from a proven color formula.....	5.00	50.00
Choice Mixed Colors.....	3.50	35.00

W-F ENFANT DE NICE DWARF, 12 in.

Bouquet Mixed Colors, compact growth, nice color range.....	3.00	30.00
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BIENNIAL BLOOMING VARIETIES, HARDY

Hardy, blooms slightly smaller than Chabaud, but far more profuse on stiff stems. When wintered over, these are the earliest by far to bloom in the spring.

GRENADIN, early flowering, 20 inches

Black King, maroon.....	2.50	25.00
Cardinal Red, scarlet red.....	2.50	25.00
Golden Sun (White Gold), yellow.....	2.50	25.00
Snow White.....	2.50	25.00
Triumph, deep pink.....	2.50	25.00
Choice Mixed Colors.....	2.00	20.00

GRENADIN DWARF, Extra early, 15 in.

Bright Scarlet.....	2.50	25.00
W-F Copper Red.....	3.00	30.00
W-F Rose.....	3.00	30.00
W-F Salmon Rose.....	3.00	30.00
W-F White.....	3.00	30.00
Choice Mixed Colors, early Vienna type, nice range of colors..	2.50	25.00

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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CELOSIA

Annual—30,000 seeds per oz.

CRISTATA DWARF Cockscomb, 1 ft.

Empress, Dark foliage, deep crimson bloom.....	\$2.25	\$22.50
Choice Mixed Colors.....	1.25	10.00

CRISTATA TALL

Toreador, bright red, B.M.A.A.S. 1955, 20 in.....	2.25	22.50
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PLUMOSA Ostrich Plume, 2½ ft.

Golden Fleece, clear golden yellow.....	1.25	11.00
Forest Fire, brilliant red.....	1.25	11.00
Choice Mixed Colors.....	.85	7.00
Pampas Plume, copper, gold, scarlet, crimson shades.....	.85	7.00

CENTAUREA

Bachelor's Button—Cornflower—7,000 seeds per oz.

CYANUS, Tall Double, 3 ft.

The flowers of these strains are large, fully double, and the colors are intensified. Long stems for cutting make these strains popular with cut-flower growers. Grown each year from specially selected plants.

W-F Black Boy, blackish maroon.....	\$0.55	\$ 4.50
W-F Blue Boy, clear bright blue.....	.55	4.50
W-F Pinkie, deep pink.....	.55	4.50
W-F Red Boy, ruby red.....	.55	4.50
W-F Snow Man, pure white.....	.55	4.50
W-F Formula Blend. A bright colored blend made by mixing together the proper amounts of the above five separately grown varieties55	4.50
Choice Mixed Colors.....	.85	7.00

CYANUS, Dwarf Double, 1 ft. —annual

Jubilee Gem, blue	1.00	8.00
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IMPERIALIS (Imperial Sweet Sultan) 3 ft. —annual

Choice Mixed Colors.....	.85	7.00
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PERENNIAL CENTAUREA

Candidissima (Argentea Vera) silvery-white finely cut foliage, yellow flowers. Used for edgings, window boxes, etc.; silvery leaves, 1½ ft.....	1.50	15.00
Gymnocarpa (Dusty Miller) silvery-grey notched leaves, lavender flowers. Usually used for borders, 2 ft.....	.75	6.00

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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CHRYSANTHEMUM

CARINATUM SINGLE Painted Daisy, Annual—10,000 seeds per oz.

Merry Mixture (Tricolor), gay color combination, 2 ft..... \$0.80 \$ 6.50

MAXIMUM LEUCANTHEMUM Shasta Daisy,—Perennial—25,000 seeds per oz.

Shasta Alaska, large pure white flowers, 2½ ft..... .85 7.00

Giant Double White, 2½ ft. (Diener's)..... 4.50 45.00

CLARKIA

Annual—2 ft.—100,000 seeds per oz.

Choice Mixed Colors, double..... .60 5.00

CLEOME

Spiderflower—Annual—13,800 seeds per oz.

Pink Queen, bright salmon pink. S.M., A.A.S. '42..... .85 7.00

Helen Campbell, pure white..... 1.25 10.00

COBAEA SCANDENS

Cathedral Bells—Annual Climber—400 seeds per oz.

Violet 1.50 15.00

COLEUS

Annual—110,000 seeds per oz.

Rainbow Choice Mixed Colors..... 7.50 75.00

CONVOLVULUS

Morning Glory—Annual Climber—1,500 seeds per oz.

Crimson Rambler50 2.00

Major Mixed, climber..... .50 1.25

For giant flowered varieties such as Heavenly Blue, Scarlett O'Hara, etc., see Ipomoea, Page 35.

COREOPSIS

Perennial form of Calliopsis—3 ft.—12,000 seeds per oz.

Sunburst, (Grandiflora Lanceolata), (Mayfield Giant), double large flowered golden yellow..... .60 4.75

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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COSMOS

Annual—5,500 seeds per oz.

SENSATION (Mammoth Flowering), 3 ft.

Dazzler, crimson	\$0.95	\$ 7.50
Pink95	7.50
Radiance (New) A.A.S. '47 Rose, crimson zone.....	.95	7.50
White95	7.50
W-F Formula Blend.....	.95	7.50
Choice Mixed Colors, A.M., A.A.S. '36.....	.75	6.00

HYBRIDA, 2½ ft., 3,000 seeds per oz.

Fiesta, gold striped scarlet, semi-double. S.M., A.A.S. '51.....	1.25	10.00
Yellow Flare	1.10	8.50
Orange Flare (Early Flowering) G.M., A.A.S. '35, 2½ ft.....	1.10	8.50
Orange Ruffles, semi-double.....	1.10	8.50

CYNOGLOSSUM

Chinese Forget-me-not—Annual—5,300 seeds per oz.

Deep Ultramarine Blue, Amabile, 2 ft.....	.50	2.50
Firmament (Amabile Dwarf Compactum), A.A.S. '39, 15 in.....	.50	2.50

DAHLIA

Tuberous Perennial—3,000 seeds per oz.

W-F DWARF HYBRIDS

A specialty of our firm. A greatly improved Unwin type very nearly all double. Uniform and early, blooms in about 80 days from seed. Can be forced earlier for sale in 4 inch pots.

Price per oz. \$1.50; per lb. \$15.00

Unwin's Dwarf Hybrids Mixed Colors.....	1.25	10.00
Fall Festival, red leaved, glossy foliage, excellent for bedding plant trade. Shades of crimson, red and orange, reminis- cent of the North woods in fall, 3 ft.....	2.50	25.00
Coltness Mixed Colors, 18 in.....	1.25	10.00
Giant Decorative Exhibition Hybrids, a superb strain, none finer from seed, 6 ft., show type.....	9.00	90.00

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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DELPHINIUM

CHINENSIS

Perennial—10,000 seeds per oz.

While the Chinensis type of Delphinium is classified as a perennial, they will, if sown early, bloom the first year.

DWARF

Azure Fairy, azure blue, 8 in.....	\$1.50	\$15.00
Blue Butterfly Improved, ultramarine blue, 8 in.....	1.50	15.00
Blue Mirror navy blue spurless flowers. 12 in.....	2.00	20.00

TALL

W-F Cambridge Blue, belladonna blue, 2 ft.....	1.50	15.00
Dark Blue, 2 ft. (Liberty Larkspur).....	1.50	15.00
White, 2 ft.	1.50	15.00
Mixed Colors, 2 ft.....	1.25	12.50

BELLADONNA TYPE

W-F Belladonna Improved (Cliveden Beauty). Clear light blue, large flowered and a strong grower. The finest strain of Belladonna on the market.....	2.50	25.00
Belladonna True, light blue.....	1.50	15.00
W-F Bellamosum Improved. Clear large deep blue flowers uniform in color	2.50	25.00
Bellamosum, dark blue.....	1.50	15.00
Lamartine, gentian blue with cream center.....	2.50	25.00
W-F Sapphire, lighter than Bellamosum, golden bee.....	2.50	25.00
Belladonna Hybrids. A well-balanced mixture of the various light and dark blue shades.....	1.50	15.00

WREXHAM TYPE, 5 ft.

Choice Mixed Colors.....	3.00	35.00
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BLACKMORE AND LANGDON TYPE

W-F Hybrids XXX Mixed Colors. redesigned in our breeding ground by request, this is now primarily a Pacific Giant type in a blue range from deep through medium to light blue with a very small percentage of lavender and white.....	2.50	25.00
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GOLD MEDAL HYBRIDS

Tailored to meet the American market for an inexpensive type of high quality Delphinium. This is now primarily regrown Pacific Hybrids. Though some loss of quality from Pacific Hybrids is to be expected, nevertheless this does provide a finer mixture than heretofore offered for regular garden usage. Price per oz., \$1.50; per lb. \$15.00

WALLER FLOWERSEED COMPANY



Pacific Giant Delphinium

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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DELPHINIUM

Huge flowers two and one-half to three and one-half inches in diameter, beautifully spaced on well balanced spikes. Thin woody stems. Comparatively mildew resistant, this strain is practically 100% double.

We are pleased to offer a complete list of the originator's newest and finest strains, all carefully grown by us each year from the originator's cross-pollinated seed.

This remarkable strain grows to over 6 feet in height in our fertile fields in the Arroyo Grande Valley.

PACIFIC GIANT HYBRID

Astolat Series , contains these new shades in variety, pale blush, lilac pink, deep raspberry rose. With brown, fawn, and black bees, for contrast.....			\$10.00	\$100.00
Black Knight Series , dark blue (Dark Bee).....	8.00		80.00	
Blue Bird Series , clear medium blue (White Bee).....	8.00		80.00	
Blue Jay Series , clear medium blue (Dark Bee).....	8.00		80.00	
Cameliard Series , pure lavender (White Bee).....	8.00		80.00	
Galahad Series , giant glistening white (White Bee).....	8.00		80.00	
Guinevere Series , light pinkish lavender (White Bee).....	8.00		80.00	
King Arthur Series , dark violet (White Bee).....	8.00		80.00	
Lancelot Series , clear lilac self (White Bee).....	8.00		80.00	
Percival Series , white (Black or striped Bee).....	8.00		80.00	
Round Table Series	8.00		80.00	
Summer Skies Series , clear light blue (White Bee).....	8.00		80.00	
W-F Formula Blend . Superior blending of the finest named series, according to our master formula.....	7.50		75.00	
W-F Mixed Colors . An unusually fine mixture grown from our own carefully developed formula using originator's seed of the above "Series." This assures you of distinctly superior quality	5.00		50.00	

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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DIANTHUS

Pinks—28,000 seeds per oz.

Annual Varieties

CHINENSIS (Chine or Indian Pinks) 1 ft.

Double Choice Mixed.....	\$0.75	\$ 6.00
Single Choice Mixed.....	.60	5.00

HEDDEWIGII, 1 ft.

Single Brilliant Mixed, plain edged, rich colors.....	1.00	8.00
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HEDDEWIGII LACINIATUS, 1 ft.

W-F

Double Carnation Shades (Double Gaiety), New, brilliant shades in a full range of color, including bright salmon and scarlet	1.00	8.00
Single Gaiety. The largest flowers with deeply fringed edges and in the most brilliant colors.....	.85	7.00

Hardy Perennial Varieties

PLUMARIUS DOUBLE, (Grass or Clove Pinks) 1 ft.

Spring Beauty (Semperflorens) (Scoticus), Extra Double Florist Strain Mixed Colors.....	2.50	25.00
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DELTOIDES

Brilliant (Maiden Pinks) rich rose pink, 4 in.	2.50	25.00
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DIDISCUS

Blue Lace Flower—Annual—2½ ft.—10,300 seeds per oz.

Coeruleus, blue	1.25	12.00
Lace Veil, white	1.50	15.00

DIGITALIS

Foxglove—Biennial—5 ft.—200,000 seeds per oz.

The Shirley, Gloxinoides Mixed Colors.....	\$0.75	\$ 6.00
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W-F

Shirley Pastel Shades, New shades of cream yellow, apricot, rose-pink, heliotrope75	6.00
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WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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DIMORPHOTHECA

African Daisy—Star of the Veldt—Annual—10,000 seeds per oz.

AURANTIACA

Golden West, 1 ft.....	\$1.20	\$12.00
Orange Improved, 1 ft.....	1.20	12.00
Salmon Beauty, 1 ft.....	1.20	12.00
White Beauty, 1 ft.....	1.20	12.00
Mixed Hybrids, 1 ft.....	1.15	10.00

AURANTIACA TETRA

Goliath, 1 ft., huge brilliant orange.....	3.00	30.00
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ECKLONIS

White with blue disc, 2 ft.....	2.00	20.00
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ESCHSCHOLTZIA

California Poppy—Annual—15,000 seeds per oz.

Aurantiaca (Orange King) rich orange, true California Poppy, A.M., R.H.S., 1 ft.....	.50	3.75
Golden West (California) yellow with orange center, 1 ft.....	.50	3.75
Red Chief, fiery red.....	.50	4.00
Brilliant Mixed Colors, double and semi-double blooms, wide color range, 8-12 in.50	4.00
Mixed, white, yellow and orange, 1 ft.....	.50	3.50

EUPHORBIA

Snow on the Mountain—Annual—2 ft.—2,500 seeds per oz.

Variegata95	7.50
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FREESIA

Perennial Bulb—3,000 seeds per oz.

SUPER GIANT

Choice Mixed Colors, huge blooms in variations of red, orange, yellow, lavender, blue and white. Very fragrant. Seed sow- ings enjoy freedom from bulb borne mosaic disease. Can be forced in six to seven months for early spring bloom in greenhouse. Excellent for cutting with long stems and lasting quality	7.50	75.00
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WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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GAILLARDIA

GRANDIFLORA SINGLE, 3 ft.—perennial—10,000 seeds per oz.

Dazzler, yellow, red zone.....	\$0.95	\$ 7.50
Portola Hybrid, red, golden tipped.....	.95	7.50
Monarch Strain Mixed Colors.....	.80	6.50

W-F

PICTA DOUBLE LORENZIANA, 2 ft.—annual—15,000 seeds per oz.

New Hybrids, mixed colors.....	.95	7.50
Gaiety (Sunshine) mixed colors.....	.95	7.50

PICTA SINGLE, 2 ft.—annual—15,000 seeds per oz.

Indian Chief, bright copper red.....	.95	7.50
Choice Mixed Colors.....	.75	7.00

GERANIUM

Pelargonium Zonale—Perennial—1½ ft. plus—6,200 seeds per oz.

Choice Mixed Colors.....	5.00	50.00
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GERBERA

Transvaal Daisy—Perennial—2 ft.—16,000 seeds per oz.

Giant Hybrids exceptional quality and color range. Per 1000 seeds

\$2.25	16.50	165.00
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GEUM

Rose of the Rockery—Perennial—2 ft.—7,000 seeds per oz.

Lady Stratheden, orange yellow.....	2.00	20.00
Mrs. Bradshaw, scarlet.....	1.50	15.00
Choice Mixed Colors.....	1.50	15.00



Geum Mrs. Bradshaw

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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GILIA

Queen Ann's Thimble—Annual—110,000 seeds per oz.

Capitata Reselected , rich sky blue, large blooms. A good cut flower, 3 ft.	\$0.85	\$ 7.00
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GODETIA

Satin Flower—Annual—45,000 seeds per oz.

Tall Double Grandiflora Mixed, 2 ft.95	7.50
Duke of York, scarlet, white base, upright single, 1 ft.95	7.50

GOMPHRENA

Annual—Everlasting—10,000 seeds per oz.

GLOBOSA DWARF

Purple Buddy, 6 in.95	7.50
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GOURDS

Annual Climber—150-500 seeds per oz.

Large Ornamental Sorts Mixed.50	2.25
Small Ornamental Sorts Mixed.50	2.25
Large and Small Ornamental Sorts Mixed.50	2.25

GREVILLEA

Silk Oak—Greenhouse Perennial—1,100 seeds per oz.

Robusta	3.00	30.00
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GYPSOPHILA

ELEGANS (Chalk Plant)—Annual—25,000 seeds per oz.

Covent Garden Market Reselected , 2 ft., finest giant florist white, unsurpassed in regard to size of bloom and form. Improvement over and should be used for London Market and Paris Market50	1.50
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PANICULATA (Baby's Breath), 3 ft.—Perennial—35,000 seeds per oz.

Double Snow White	2.50	25.00
Single White95	7.50

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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HELIANTHUS

Sunflower—Annual—700 seeds per oz.

Sun Gold, golden yellow, 4 to 5 ft.....	\$.50	\$ 3.50
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HELICHRYSUM

Everlasting Strawflower—Annual—45,000 seeds per oz.

TALL, 3 ft.

Choice Mixed Colors, (Monstrosum Double).....	1.00	8.00
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DWARF, 15 in.

Choice Mixed Colors, at least one month earlier to bloom.....	1.50	15.00
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HEUCHERA

Coral Bells—Alum Root—Perennial—1½ ft.—750,000 seeds per oz.

Hybrids Mixed Colors, (Sanguinea).....	10.00	100.00
Splendens, (Spitfire), large bright scarlet (Sanguinea).....	10.00	100.00

HOLLYHOCK

PERENNIAL

Althea Rose—3,500 seeds per oz.

Chater's Double Chamois (Colorado Sunset).....	1.80	18.00
" " Crimson	1.80	18.00
" " Deep Rose (Enchantress).....	1.80	18.00
" " Lilac	1.80	18.00
" " Maroon (Black Gem).....	1.80	18.00
" " Newport Pink	1.80	18.00
" " Salmon Rose	1.80	18.00
" " Scarlet (Fire King).....	1.80	18.00
" " Sulphur Yellow (Golden Drop).....	1.80	18.00
" " White (Virgin Queen).....	1.80	18.00
" " W-F Formula Blend.....	1.80	18.00
" " Superb Mixed Colors	1.25	12.00

Single Mixed Colors60	5.00
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ANNUAL

TRIUMPH SUPREME

Reports from over the world indicate that this variety is such an early blooming strain that it deserves to be listed as an annual. Frilled graceful double blooms in a very pleasing color range.

\$1.25 per oz., \$10.00 per lb.

Indian Spring, pink and rose shades, S.M., A.A.S. '39.....	.75	6.00
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WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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IPOMOEA

Morning Glory—Evening Glory—Annual Climber

NOCTIFLORA, Night Blooming—300 seeds per oz.

White Moonflower, Night blooming, white seeded.....	\$0.50	\$ 3.50
Giant Pink Moonflower.....	.50	3.50

QUAMOCLIT

Cardinal Climber (Hybrida), large flowered scarlet, large seeded, 1,000 seeds per oz.....	1.00	8.00
Hearts and Honey , pinkish tan to rose pink, 1,200 seeds per oz.	1.20	12.00
Cypress Vine, Scarlet , (Sloteri), small flowered, small seeded, 2,000 seeds per oz.....	.75	6.00
Cypress Vine, Choice Mixed Colors , rose, red and white shades, small flowered, small seeded, 2,000 seeds per oz.....	.60	5.00

GIANT FLOWERING (Rubro-Caerulea)—700 seeds per oz.

Blue Star (A.A.S. '48) Sky-blue with mid-blue ribs in form of a star.....	.50	4.00
Cornell , Rosy-crimson with white edge.....	.60	5.00
Darling , rosy-red with pure white throat.....	.60	5.00
Heavenly Blue Clarke's Strain, sky blue, shading golden yellow in throat, extremely early.....	.50	4.00
Imperialis Mixed Colors (Japanese Morning Glory).....	.50	3.00
Pearly Gates (White Magic), white, S.M., A.A.S. '42.....	.75	6.00
Scarlett O'Hara , still the finest fiery red, G.M., A.A.S. '38.....	.60	5.00
Giant Mixed Colors55	4.50

For the smaller flowered Morning Glories see Convolvulus, page 25

KOCHIA

Burning Bush—Summer Cypress—Annual—3 ft.—50,000 seeds per oz.

Childsii , compact symmetrical, green changing to red.....	.50	2.50
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LANTANA

Greenhouse Annual—1,300 seeds per oz.

Hybrida Mixed , 2½ ft.....	1.20	12.00
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LARKSPUR

Larks-Heel—Annual Delphinium—9,000 seeds per oz.

EARLY GIANT HYACINTH FLOWERED IMPROVED, 3 ft.

Featuring a single spike per plant, at least three weeks earlier than other types of Larkspur, excellent for certain specialty florist uses.

Dark Blue (Purple).....	2.00	20.00
Lilac	2.00	20.00
Pink	2.00	20.00
White	2.00	20.00
Choice Mixed	1.50	15.00

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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GIANT IMPERIAL, 3½ to 4 ft. New and Standard Varieties

Numerous trials conducted over past seasons indicate the following choice varieties to be a select, concise listing suitable for any situation.

Outstandingly superior varieties indicated in boldface type.

Blue Bell, light blue	\$0.75	\$ 6.00
W-F Blue Spire, deep Oxford blue.....	.75	6.00
Carmine King Improved, bright carmine rose.....	.75	6.00
Dazzler, carmine75	6.00
W-F Exquisite Pink Improved, soft pink shaded salmon, A.M., R.H.S.	.75	6.00
W-F Exquisite Rose, rose pink, A.M., R.H.S.....	.75	6.00
Lilac King, rich lilac.....	.75	6.00
Los Angeles Improved, rose.....	.75	6.00
Miss California, deep rose on salmon.....	.75	6.00
Pink Perfection, light pink on salmon.....	.75	6.00
Regal Dark Blue75	6.00
Regal Light Blue, preferable to Blue Bell.....	.75	6.00
Regal Lilac, pure clear lilac.....	.75	6.00
Regal Pink, brilliant pink on salmon.....	.75	6.00
Regal Rose, clear cold rose.....	.75	6.00
Regal White, purest white.....	.75	6.00
W-F Rosalind, rose suffused salmon.....	.75	6.00
Supreme Dark Blue75	6.00
Supreme Lilac, clear lilac.....	.75	6.00
Supreme Pink, rose pink75	6.00
Supreme Rose, clear warm rose.....	.75	6.00
Supreme Salmon, finest salmon.....	.75	6.00
Supreme White75	6.00
Sweet Lavender75	6.00
White King75	6.00
White Spire75	6.00
W-F Formula Blend , made from the above new and standard varieties in proper proportion.....	.75	6.00
Choice Mixed Colors , field grown from a proven formula selecting the finest of the above listed varieties.....	.70	5.50

WHOLESALE GROWERS AND BREEDERS



Price per oz. per lb.

LATHYRUS LATIFOLIUS

Everlasting Pea—Perennial Climbing Sweet Pea—600 seeds per oz.

Pink Beauty	\$1.25	\$12.00
Red	1.25	12.00
White Pearl	1.25	12.00
Mixed	1.00	8.00

LAVATERA

Mallow—Perennial—500 seeds per oz.

Assurgentiflora (California Windbreak) rose, 10 ft.....	.50	4.00
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LAVENDER

Sweet Lavender—Perennial—30,000 seeds per oz.

Munstead Strain, dwarf, deep lavender, 1 ft.....	2.50	25.00
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LILIUM

Regal Lily—Perennial—4 ft.—5,000 seeds per oz.

Regale	1.50	15.00
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LINARIA

Wild or Baby Snapdragon—Annual—500,000 seeds per oz.

Northern Lights, (Maroccana) (Excelsior), deep brilliant colors, 15 in.85	7.00
Fairy Bouquet, mixed colors, compact plants 8 to 10 in. tall.....	.95	7.50

LINUM

Flax—9,000 seeds per oz.

Grandiflorum Rubrum, Scarlet, annual—1½ ft.....	.50	4.00
Perenne Sibiricum, blue, perennial, 2½ ft.....	.60	5.00

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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LOBELIA

Erinus—Annual—750,000 seeds per oz.

COMPACT VARIETIES

CRYSTAL PALACE

A W-F reselected strain. True, dark blue, dark foliage.

Price per oz. \$2.00 ; per lb. \$20.00

Cambridge Blue, light blue, green foliage.....	\$2.50	\$25.00
Emperor William (Celestial), gentian blue, green foliage.....	2.00	20.00
Mrs. Clibran, deep blue, white eye.....	2.50	25.00

TRAILING

Sapphire, sapphire blue, white eye.....	2.00	20.00
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LUPIN

Annual Varieties

HARTWEGII GIANT KING, 3 ft.—Annual—1,800 seeds per oz.

W-F King strain of Lupinus have larger flowers, closer placed on longer spikes and in more distinct colors. They grow taller and are more vigorous, much to be preferred over the older ordinary strains of Hartwegii.

W-F Blue, Oxford Blue75	6.00
W-F Heliotrope, rosy purple.....	.75	6.00
W-F Sky Blue, light blue.....	.75	6.00
W-F White, pure white.....	.75	6.00
W-F W-F Formula Blend, A.M., A.A.S. '33.....	.75	6.00
Choice Mixed.....	.60	5.00

SMALL SEEDED SORTS

Nanus Blue, 1 ft. (California Native)—3,600 seeds per oz.....	.50	3.00
Texas Blue Bonnet (Texas State Flower) 1 ft. 1,000 seeds per oz.50	3.00

Perennial Varieties

POLYPHYLLUS, 3 to 4 ft.—1,800 seeds per oz.

Russell Mixed. Every imaginable color.....	.95	7.50
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WHOLESALE GROWERS AND BREEDERS



Annual Hollyhock Triumph Supreme

WALLER FLOWERSEED COMPANY



Dwarf Sunset Giants is the best all around African Marigold mixture.

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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MARIGOLD

Tagetes—Annual—8,000 seeds per oz.

AFRICAN DOUBLE FISTULOSA, 3 ft.

W-F	Lemon All-Double	\$1.25	\$12.00
W-F	Orange All-Double.....	1.25	12.00
W-F	All-Double Mixed Colors.....	1.00	8.00
	Choice Mixed Colors85	7.00

AFRICAN DOUBLE IMBRICATA (Carnation Flowered)

Buff Beauty, golden buff (odorless foliage), 2½ ft.....	1.25	10.00
Canary Bird, lemon yellow (odorless foliage), 2 ft.....	1.25	10.00
Guinea Gold, golden orange, 2½ ft.....	.85	7.00
Indian Chief, reddish orange, 30 in.	1.25	10.00
Man-in-the-Moon, one of the newest and finest creamy lemon yellows. We feel this to be preferable to Yellow Supreme	1.25	10.00
Real Gold, Golden orange very large blooms, 2½ ft.....	.95	7.50
Yellow Supreme, creamy lemon yellow, 2½ ft.....	1.25	10.00
Carnation Flowered Mixed, earliest above varieties.....	.85	7.00

AFRICAN DOUBLE DWARF

Honeycomb, deep orange, 15 in.	1.50	15.00
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AFRICAN GIGANTEA (Carnation Flowered)

Early Sunset Giants, an excellent improvement over the obsolete strain possessing the same huge flowers and color range through orange, yellow and primrose 3½ ft.....	.95	7.50
Dwarf Sunset Giants, 2½ ft., yellow, gold and orange.....	1.20	12.00

AFRICAN SPECIAL MIXTURE W-F

Treasure Chest. A strikingly brilliant and interesting blend of the very earliest Chrysanthemum and Carnation flowered African varieties, selected for even height and season of bloom85	7.00
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WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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CHRYSANTHEMUM FLOWERED

	Glitters, A.A.S. '51, yellow, 2 ft.....	\$1.25	\$10.00
	Mammoth Mum, yellow, 2½ ft. A.A.S. '44, 2½ ft.....	1.25	10.00
W-F	Mission Giant Goldsmith, rich golden orange, B.M., A.A.S. '41, 1½ ft.....	1.00	8.00
W-F	Mission Giant Limestone. A new soft lemon yellow, 1½ ft.....	1.00	8.00
W-F	Mission Giant Yellowstone, clear golden yellow, H.M., A.A.S. '42, 1½ ft.....	1.00	8.00
	Mission Giant Mixed Colors, exclusive mixture, 1½ ft.....	1.00	8.00

DWARF CHRYSANTHEMUM FLOWERED, 8 in.

Cupid Yellow	2.50	25.00
Cupid Golden	2.50	25.00
Cupid Orange	2.50	25.00
Cupid Choice Mixed Colors.....	2.50	25.00

FRENCH DOUBLE, Dwarf, 1 ft.—10,000 seeds per oz.

	Color Magic, interesting color hybrids, 10 in.....	.75	6.00
W-F	Eldorado. A new compact and uniform canary yellow. 10 in....	.75	6.00
	Harmony, deep orange, with maroon-brown collar, 18 in.....	.75	6.00
	Harmony Hybrids, crested flowers, 18 in.....	.75	6.00
	Melody, brilliant orange. B.M., A.A.S. '42, 10 in.....	.75	6.00
	Royal Scot (Striped) extra select, 12 in.....	.75	6.00
	Rusty Red (Fandango), extra large mahogany flowers, 10 in.	1.00	8.00
	Scarlet Glow, mahogany. H.M., A.A.S. '41, 10 in.....	.75	6.00
	Tangerine, orange scarlet, 10 in.....	1.00	8.00
	Choice Double Mixed, Grown from above varieties.....	.75	6.00

FRENCH DOUBLE, Dwarf Miniature.

	Butterball, soft butter yellow, B.M., A.A.S. '42, 8 in.....	.85	7.00
W-F	Lemondrop, canary yellow, early profuse blooming, full double compact plants, 9 in.....	.85	7.00
	Midget Harmony, Flowers same as Harmony, 9 in.85	7.00
	Spry, yellow crested center, guard petals mahogany-red. S.M., A.A.S. '41, 9 in.....	.85	7.00
W-F	Spry Hybrids, beautiful Gem Mixture with delightful color combinations in a complete range, 9 in.....	.85	7.00
	Sunkist, bright golden orange, 9 in.85	7.00

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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FRENCH DOUBLE, New Midget, 6 in.

Gold	\$2.00	\$20.00
Harmony	2.00	20.00
Orange	2.00	20.00
Choice Mixed Colors.....	2.00	20.00

FRENCH SINGLE, Dwarf

Brownie, mahogany, yellow crested center, 11 in.....	.60	5.00
Dainty Marietta, very early, soft yellow maroon blotched 11 in.75	7.50
Flash, red and gold bicolor, 15 in., B.M., A.A.S. '43.....	.60	5.00
Naughty Marietta yellow, blotched maroon, 12 in.....	.60	5.00
Red Head rich mahogany crested orange. 12 in.....	.60	5.00
Ruffled Red, mahogany edged gold, 9 in.....	.60	5.00
Sunny yellow, 12 in.....	.60	5.00
Choice Mixed Colors (Spanish Flag), all above colors.....	.60	5.00

FRENCH SINGLE, Tall

Brown (Josephine) for florists, 3 ft.....	.60	5.00
Ferdinand, Harmony type bloom, 2 ft.....	.60	5.00

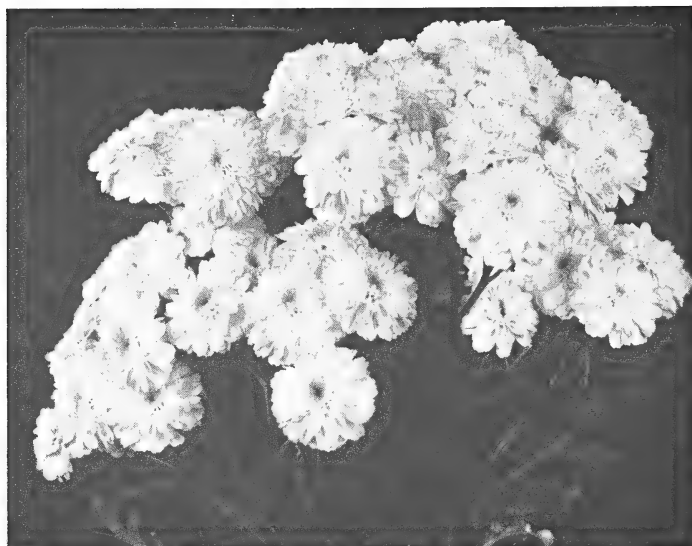
TAGETES SIGNATA PUMILA 9 in.

Lulu, yellow	1.50	15.00
Ursula (Improved Gnome), golden orange.....	1.25	10.00



Marigold Lemondrop

WALLER FLOWERSEED COMPANY



Matricaria Ultra Double White

MARVEL OF PERU

Four O'Clocks—Mirabilis—Annual—350 seeds per oz.

Choice Mixed Colors.....	.50	2.50
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MATRICARIA

Perennial—150,000 seeds per oz.

W-F

Ultra-Double White, select florist strain closely approaches the quality usually only obtained from cuttings, 2 ft.....	10.00	100.00
Double White, select, 2 ft.....	3.00	30.00
Capensis Alba Plenissima (Feverfew) 2 ft.....	1.20	12.00

MATTHIOLA

Evening Scented Stock—Annual—2 ft.—47,000 seeds per oz.

Bicornis, lilac flowers, exquisitely perfumed.....	.50	4.00
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MIGNONETTE

Reseda Odorata—Annual—30,000 seeds per oz.

Reseda Odorata Grandiflora Improved, 1½ ft.....	.50	1.95
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WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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NASTURTIIUM

Indian Cress—Annual—175 seeds per oz.

SEMI-DOUBLE GLEAM

Fiery Festival, luminous crimson scarlet.....	\$2.00
Golden Gleam, golden yellow, G.M., A.A.S. '33, A.M., R.H.S. '32.....	2.00
Mahogany Gleam, dark mahogany red.....	2.00
Orange Gleam	2.00
Salmon Gleam, golden salmon.....	2.00
Scarlet Gleam, fiery orange scarlet, G.M., A.A.S. '35.....	2.00
Glorious Gleam Hybrids Mixed Colors, A.M., A.A.S. '35.....	1.75

SEMI-DOUBLE DWARF, 1 ft.

Cherry Rose	2.50
Golden Globe, golden yellow.....	2.50
Mahogany Gem, dark mahogany red.....	2.50
Orange Gem	2.50
Primrose Gem, pale yellow.....	2.50
Scarlet Globe, fiery scarlet.....	2.50
Giant Gem Mixed Colors, dwarf compact.....	2.25

SINGLE DWARF, 1 ft.

Choice Mixed Colors.....	2.00
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SINGLE TALL or CLIMBING

Choice Mixed Colors.....	2.00
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NEMESIA STRUMOSA

Annual—100,000 seeds per oz.

GRANDIFLORA (SUTTONI) 1 ft.

Choice Mixed Colors.....	\$2.25	\$ 22.50
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NANA COMPACTA, 9 in.

Triumph, Mixed Colors.....	3.00	30.00
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NEMOPHILA

California Native—Annual—18,000 seeds per oz.

Insignis Blue (Baby Blue Eyes).....	.50	4.00
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NICOTIANA

Flowering Tobacco—Annual—200,000 seeds per oz.

Daylight Sensation Mixture. 2 ft.....	.95	7.50
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NIEREMBERGIA

Cup Flower—Tender Perennial—170,000 seeds per oz.

Purple Robe. A.A.S. '42. Deep purple, 8 to 10 inches.....	10.00	100.00
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WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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PANSIES

Viola Tricolor—Heartsease—Hardy Annual—24,000 seeds per oz.

PACIFIC GIANT F2 HYBRID

W-F	Color Carnival , the first American bred Pansy to compete with the finest Swiss originator's types. A magnificent color range, heavy in reds and scarlets, possessing the richest texture of coloring. Flower size is exceedingly large, plants are compact yet vigorous, all blooms are blotched. New this year is the incorporation of hybrid blues of matching size, giving the strain an unmatched depth of color and brilliancy.....	\$18.00	\$180.00
W-F	Masquerade , derived from the famous Oregon Jumbo type. Vari-colored in typical Jumbo combinations of yellow, blue, violet, pinkish mauve, earlier than Color Carnival	14.00	140.00

SWISS GIANTS

W-F	W-F Mixed Colors (Ruffled Rainbow) , now an F2 generation hybrid. This magnificent strain is further improved with hybrid vigor, depth of color and heat resistance. Plants are uniformly compact, blooms are waved and frilled. One of our specialties for over twenty years, now finer than ever.....	7.50	75.00
W-F	Super , Superb Mixed Colors, a regrowing of our W-F F2 generation hybrid mixture described above. This is an economy strain for all around usage, possessing typical strong California germination.....	4.50	45.00

SPECIALTY STRAINS

America, (Donovan's Strain) Special Florists' Strain Mixed	6.50	65.00
Jumbo Pay Dirt , huge golden yellow, slight rays.....	10.00	100.00
Peter Pan , Select wide range of gay colors.....	6.50	65.00
Tall Winter Flowering (Florist Strain) Mixed colors, tones of bright blues and yellows and cream on very vigorous plants, tall growing winter cut flower type suitable for forcing	12.00	120.00

PASSIFLORA

Passion Flower—Perennial Climber—1,600 seeds per oz.

Edulis, blue and white.....	1.50	15.00
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WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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PENTSTEMON

Beard Tongue—Perennial—60,000 seeds per oz.

Rainbow Choice Mixed Colors, a new and greatly improved strain of Sensation Pentstemon, a wider and stronger color range to help the trend toward wider use of this increasingly popular flower. Larger blooms, richer colors at no extra cost, 2½ ft. \$2.00 \$20.00

PETUNIAS

Annual—200,000 seeds per oz.

HYBRIDA (Tall Bedding) 1½ ft.

W-F	Blue Bee , the blue of Viola Jersey Gem.....	\$2.00	\$20.00
	Flaming Velvet . Bright crimson red.....	2.00	20.00
	General Dodds , velvety blood red.....	2.00	20.00
	Howard's Star , reddish-purple, white star.....	2.00	20.00
W-F	Howard's Star Improved , violet, white star.....	2.00	20.00
W-F	Radiance , cerise rose, S.M., A.A.S. '41.....	2.00	20.00
	Rose King Improved	2.00	20.00
	Topaz Queen , carmine-rose.....	2.00	20.00
	Violacea , deep violet.....	2.00	20.00
	White King	2.00	20.00
	W-F Formula Blend . A new mixture made by blending together proper proportions of the best of the separately grown largest varieties.....	2.00	20.00
	Choice Mixed Colors . An excellent mixture.....	1.60	16.00

BALCONY PENDULA (Tall Bedding), 1½ ft. Larger flowers than Hybrida

	Black Prince , velvety red.....	4.00	40.00
	Blue , velvety violet blue, extra select.....	3.00	30.00
	Crimson , dark red.....	3.00	30.00
	Rose , fiery rose, select strain.....	3.00	30.00
W-F	Royal Rose . A new clear warm rose.....	3.00	30.00
W-F	Star of California , violet-purple, white star.....	3.00	30.00
	White , pure white, A.M., R.H.S. '35.....	3.00	30.00
	Choice Mixed Colors , includes all the above varieties.....	2.50	25.00

WALLER FLOWERSEED COMPANY



Petunia Sky Chief

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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RUFFLED NANA COMPACTA (Dwarf), 10 in.

W-F	Martha Washington. Compact ruffled.....	\$25.00	
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W-F	Little Giants Mixed Colors. Very compact plants completely covered for a long season with well-ruffled flowers in all shades, 10 in.....	Price per oz.	\$15.00
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W-F	Pink Frills (Little Giants Pink Shades). Developed from our popular Little Giants. Early blooming, medium size flowers in brilliant rose-pink shades are profusely borne on compact well rounded plants. Excellent for pot work, borders and bedding.....	Price per oz.	20.00
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GRANDIFLORA NANA COMPACTA (Dwarf), 10 in.

King Henry (Velvet Ball), rich velvety red.....	1/4 oz.	\$4.50	\$15.00	
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HYBRIDA NANA COMPACTA (Dwarf), 1 ft.

Admiral Improved. New refinement of older strain, more uniform color and habit, excellent pot strain.....	\$10.00	
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W-F	Blue Bedder Improved. New compact mid-blue.....	2.00	20.00
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W-F	Celestial Rose. Compact bright rose with white eye.....	2.00	20.00
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Cream Star. Uniform, true to color.....	5.00	50.00
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W-F	Elk's Star. Velvety reddish purple, clear white star.....	10.00	
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English Violet. Medium shade of violet-blue.....	6.00	60.00
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Fire Chief. Scarlet red, Gold Medal A.A.S. 1950.....	8.00	80.00
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Glow. Dazzling carmine.....	6.00	60.00
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Lipstick. Carmine rose.....	6.00	60.00
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Rose of Heaven. Bright rose, compact.....	2.00	20.00
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W-F	Rosy Morn. Compact, exceedingly uniform, the same bright shade as our Celestial Rose, but with a larger distinct white center	2.00	20.00
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W-F	Silver Blue or Heavenly Blue. Medium blue.....	5.00	50.00
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W-F	Sky Chief. Clear pale blue, product of a cross between Snowball Improved and Silver Blue, large blooms, color holds well under warm weather conditions.....	5.00	50.00
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W-F	Snowball Improved. Pure white. Flowers are large, full round with a light throat. The plants are compact.....	3.00	30.00
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Twinkles. Brilliant rose starred white.....	3.50	35.00
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Violacea. Vigorous, violet, taller.....	3.50	35.00
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Continued on next page

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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HYBRIDA NANA COMPACTA (continued)

W-F Rainbow Mixed Colors. Redesigned during the past two years by our plant breeding staff. This was formerly known as our Formula Blend, but is now planted from breeding ground material in an extremely wide range of color, incorporating much hybrid vigor as planting is made from properly segregating F1's, F2's and those suitable open-pollinated types that match and add materially to the color range. Without hesitation, this mixture can claim the widest color range of any Petunia mixture.....	\$2.50	\$25.00
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Petunia Popcorn as introduced by W-F 1953

Price per 1/16 oz. 1/4 oz. oz.

GRANDIFLORA SINGLE PLAIN EDGED

Dwarf Elk's Pride, W-F Special Strain, violet blue, 1½ ft.....	\$3.00	\$ 8.00	\$30.00
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POPCORN

A dwarf version identical in flower form and size of bloom with Snowstorm. It is earlier blooming and its habit is exceedingly dwarf and compact. 8 in.

Price per 1/16 oz., \$5.00; per 1/4 oz., \$15.00; per oz., \$50.00

Snowstorm Improved. Immense pure white, 1½ ft.....	3.00	8.00	30.00
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GRANDIFLORA SINGLE FRINGED

Super Fluffy Ruffles

Choice Mixed Colors, 1½ ft.	3.00	8.00	30.00
Theodosia Improved, fringed rose pink, golden throat....	3.00	8.00	30.00

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price 1/16 oz.	Price ¼ oz.	Price per oz. ←
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TALL GIANTS OF CALIFORNIA

W-F	New Horizon , 1½ ft., both F2 and open-pollinated types are blended to produce this fine mixture of rare and new colors for this class of Petunia, blooms are tremendous—up to 6 and 7 in. across, and are deeply ruffled	\$10.00	\$30.00	\$100.00
	W-F Formula Mixture , largest flowered and widest color range in existence, 1½ ft.....	3.50	10.00	35.00
W-F	Garden Giants , 12 in.	3.00	8.00	30.00
	Choice Mixed Colors (Ruffled Monsters) , 1½ ft.....	3.00	8.00	30.00

DWARF GIANTS OF CALIFORNIA

W-F EXTRA DWARF FORMULA MIXTURE

W-F Special Strain. A supreme strain for the pot-plant grower. Extremely early to bloom. Noted for its base branching which provides up to three blooms at the earliest date, completely covering the foliage and providing a more saleable plant. Blooms at about 3 in. Huge blooms of top quality size. Maintained in separate colors in our fields to control color balance. Our program for this strain includes lath house production of our planting stock under strictly controlled conditions in pots.

Price per 1/16 oz., \$6.00; per ¼ oz., \$18.00; per oz. \$60.00

In response to many requests, we are now offering the following separate colors as used in this fine strain. At the same price.

Rose

Rose and White Bicolor

Orchid

Choice Mixed, Ramona Strain , 11 in.	\$4.50	\$12.50	\$45.00
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DOUBLE 1½ ft.

Choice Mixed Colors	\$28.00	\$75.00	\$300.00
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F1 HYBRID GRANDIFLORA SINGLE FRINGED AND RUFFLED, 1½ ft.

Choice Mixed Colors	18.00	65.00	250.00
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F1 HYBRID MULTIFLORA SINGLE PLAIN EDGED, 1½ ft.

Choice Mixed Colors	10.00	35.00	125.00
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F2 HYBRID MULTIFLORA SINGLE PLAIN EDGED

Price
per oz. Price
per lb.

W-F	Bonanza. Brilliant dwarf compact mixture of separate colors blended according to proper segregating proportions, vigorous and early.....	5.00	50.00
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WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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PHACELIA

Annual—60,000 seeds per oz.

Campanularia (California Blue Bell) gentian blue, 1 ft.....	\$0.55	\$ 4.50
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PHLOX

Annual—1 ft.—15,000 seeds per oz.

DRUMMONDI GIGANTEA

W-F Art Shades	2.00	20.00
W-F Red Glory	4.00	40.00
W-F Rosy Morn	4.00	40.00
W-F Salmon Glory	4.00	40.00

DRUMMONDI

Grandiflora Choice Mixed Colors.....	1.20	12.00
Star Phlox, Cuspidata, Choice Mixed Colors.....	1.75	17.50

DRUMMONDI DWARF

Cecily Choice Mixed Colors, large flowered, bright, 10 in.....	2.50	25.00
Globe Choice Mixed Colors, base branching plants, 9 in.	4.00	40.00
Twinkle Star Mixed Colors, 8 in.....	10.00

PLATYCODON

Tufted Hairbell—Perennial—30,000 seeds per oz.

Grandiflora Blue, 2 ft.....	2.50	25.00
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POPPY

ICELAND (Nudicaule) Perennial—450,000 seeds per oz.

W-F Amurense Yellow (Yellow Wonder), 2 ft.....	3.00	30.00
W-F Pink Champagne, superior pink shades.....	3.00	30.00
Giant Mixed Colors, (Improved selections of best Gartford, Kelmscott and Sandford's type) large flowered, sturdy stems, wide color range.....	2.00	20.00
The Emperor, large orange.....	3.00	30.00
Sunbeam Mixture, fine mixture, 2 ft.....	1.50	15.00

SHIRLEY DOUBLE, 2½ ft.—Annual—75,000 seeds per oz.

W-F Sweet Briar All-Double deep rose pink.....	.75	6.00
W-F All-Double Mixed60	5.00
W-F Begonia Flowered Choice Mixed.....	.60	5.00

SHIRLEY SINGLE, 2½ ft.—Annual—75,000 seeds per oz.

W-F American Legion brilliant orange scarlet, H.C., R.H.S.....	.60	5.00
W-F Choice Mixed55	4.50

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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PORTULACA

Moss Rose—Annual—4 in.—300,000 seeds per oz.

Double Extra Select Mixed Colors.....	\$2.00	\$20.00
Single Choice Mixed Colors.....	1.00	10.00
Single and Double Choice Mixed Colors.....	1.50	15.00

PYRETHRUM

Painted Daisy—Perennial—2 ft.—22,000 seeds per oz.

Robinson's Giant Hybrids, (Hybridum Grandiflorum).....	3.00	30.00
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ROCK GARDEN ANNUALS

W-F Choice Blend. A carefully proportioned blend of many different kinds of the lowest growing annuals proved to be the most desirable for sowing in rock gardens.....	.95	7.50
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ROCK GARDEN PERENNIALS

W-F Choice Blend. Made up by blending together several very low growing varieties of hardy perennials that grow well from seed sowed directly into the rock garden.....	1.50	15.00
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RUDBECKIA

Annual—3 ft.—80,000 seeds per oz.

Gloriosa Daisy, giant blooms, 7 inches across in yellow, mahogany and bi-colors	7.50	75.00
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SALPIGLOSSIS

Painted Tongue—Annual—3 ft.—125,000 seeds per oz.

Emperor Choice Mixed Colors, (Superbissima).....	1.00	8.00
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SALVIA

In order of earliness, top to bottom—Annual—7,500 seeds per oz.

Scarlet Pygmy, 6 in.....	8.00	80.00
St. John's Fire, 10".....	6.25	62.50
Blaze of Fire, 10".....	5.00	50.00
Zurich, 12"	3.50	35.00
Firebrand, 16"	3.50	35.00
America (Globe of Fire) 16".....	3.50	35.00
Bonfire, 18"	3.00	30.00
Splendens (Scarlet Sage) 24".....	2.50	25.00

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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SCABIOSA

Old Maids Pincushion—5,000 seeds per oz.

W-F SPECIAL STRAINS

ANNUAL DOUBLE VARIETIES

Much larger flowers almost completely ball-shaped in more clear and brighter colors. The plants are taller, more vigorous with strong, wiry stems.

W-F	Black Knight. Extra large deep reddish black shades.....	\$1.25	\$10.00
	Coral Moon, large salmon rose shades.....	1.25	10.00
W-F	Loveliness, large salmon rose shades.....	1.25	10.00
W-F	Orchid Shades	1.25	10.00
W-F	Oxford Blue. Rich, deep campanula blue shades.....	1.25	10.00
W-F	Peach Blossom, two toned, blush to rose shades.....	1.25	10.00
W-F	Rosette, fiery cherry red shades.....	1.25	10.00
W-F	Salmon Beauty. Salmon shades.....	1.25	10.00
W-F	Shasta Improved. Enormous pure white.....	1.25	10.00
W-F	Giant Hybrids, mixed colors produced from a fine field grown planting made from a carefully proportioned formula of choicest giant flowered varieties.....	.85	7.00

PERENNIAL SINGLE VARIETIES

Caucasica House's Hybrids, colors range from dark blue to lavender, 2½ ft.....	4.00	40.00
“ Lavender-Blue (Perfecta)	4.00	40.00
“ White	4.00	40.00
“ Choice Mixed Colors	3.00	30.00
Columbaria Delicate Lavender, 2 ft.....	5.00	50.00

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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SCHIZANTHUS

Butterfly Flower—Annual—46,000 seeds per oz.

Giant Flowering Hybrids Mixed Colors , in a select large flowered compact strain	\$2.00	\$20.00
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SOLANUM

Jerusalem Cherry—Greenhouse Plant

Ball Christmas Cherry (Hlavacek's Masterpiece) finest compact strain, large red upright fruit.....	2.00	20.00
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STATICE

Sea Lavender—Sea Pink

ANNUAL BONDUELLI

Golden Yellow , 2½ ft.—375 heads per oz.50	4.00
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ANNUAL SINUATA, 3 ft.—375 heads per oz.

W-F Heavenly Blue . New bright clear sky blue.....	.50	4.00
Lavender Queen50	4.00
Market Grower's Blue (Kampf's Deep Blue).....	.50	4.00
Rosea Superba50	4.00
Snowwitch , tall pure white.....	.50	4.00
New Superb Hybrids , new colors.....	.50	3.00
Mixed Colors50	3.00

PERENNIAL

Caspia , lilac, 1½ ft.—175,000 seeds per oz.	2.00	20.00
Perezii , rich blue clusters of bloom, 3 ft.—700 heads per oz.	1.50	15.00

WALLER FLOWERSEED COMPANY

"The World's Best Double Stocks"

TRYSONIC STOCK

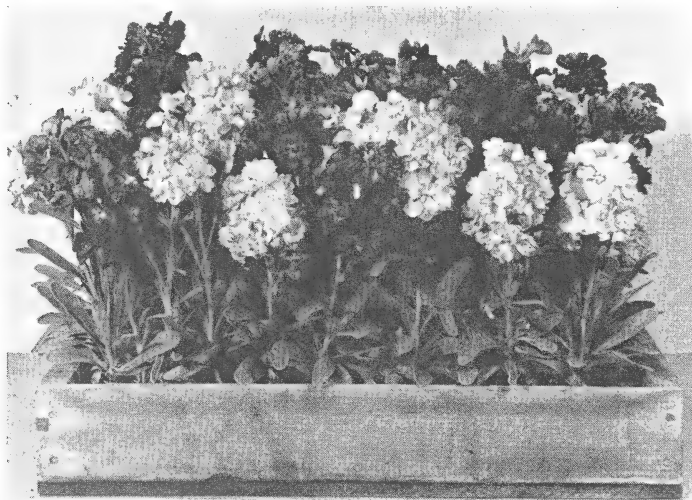
42,000 seeds per oz.

Available to the trade only in sealed plain manila packets which do not bear our name. $\frac{1}{2}$ oz., 1 oz., $\frac{1}{4}$ lb. sizes will be put up to your order. An order for less than $\frac{1}{2}$ oz. will be packed and sealed at the total quantity ordered, otherwise we will not effect a numerical breakdown of less than $\frac{1}{2}$ oz. lots.

Based on studies commenced by Dr. H. B. Frost at Cornell University in 1915, and furthered through consultation with our late co-founder Dr. J. H. Franklin during the '20s, the genetic theory of Trysonic doubles in Stocks was developed and proven by 1930 to be capable of producing 85% doubleness from seed.

In addition to this desirable trait, the percentage of any planting can be increased up to 100% at the four-leaf seedling stage as at this period of growth the young singles are noticeably weaker and can be readily distinguished from the vigorous double flowering plants.

For proper handling, we have leaflets available for general distribution to grower trade, giving our recommendations to obtain proper results.



TRYSONIC 7 WEEK STOCK

THE EARLIEST GARDEN STOCK EVER DEVELOPED

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	"The World's Best Double Stocks"	Price per oz.	Price per lb.
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TRYSONIC STOCK

42,000 seeds per oz.

7 WEEK, (Dwarf Double), 18 in.

Earliest Stock ever developed, noted in trials for its high performance in areas where heretofore Stocks were not considered a garden item.

The plant first throws a central spike of bloom some 6 inches or more in height, then goes on to produce numerous side branches throughout its growing period, eventually forming an attractive branching plant from 12 to 15 inches in height. A brilliant color range from white through pink and rose, deep crimson, dark blue and purple.

Under normal conditions, it will bloom in flats or pots for bedding plant sale.

W-F	American Beauty Red.....	\$10.00
W-F	Azure Blue	10.00
W-F	Bright Rose	10.00
W-F	Fiery Red	10.00
W-F	Lilac Lavender	10.00
W-F	Navy Blue	10.00
W-F	Rose and White Bi-color.....	10.00
W-F	White	10.00
W-F	Choice Blend of Colors.....	10.00

GIANT IMPERIAL, 2½ ft.

W-F	American Beauty Red.....	10.00
W-F	Apricot	10.00
W-F	Azure Blue	10.00
W-F	Bright Rose	10.00
W-F	Canary Yellow	10.00
W-F	Chamois, buff pink	10.00
W-F	Fiery Red	10.00
W-F	Flesh Pink	10.00
W-F	Lilac Lavender	10.00
W-F	Navy Blue	10.00
W-F	Salmon Pink	10.00
W-F	White	10.00
W-F	Choice Blend of Colors.....	10.00

COLUMN, (Double Giant Excelsior), 3 ft.

W-F	Pacific Pink, pure pink, new high double version of regular strain	10.00
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WALLER FLOWERSEED COMPANY

Flower Seeds	"The World's Best Double Stocks"	Price per oz.	Price per lb.
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STOCKS

Matthiola—Gilliflower—Annual—18,000 seeds per oz.

For many years W-F has been the world's leading grower and introducer of the finest strains of Double Stocks. Our method for maintaining doubleness assures you of only "High-Percent Double" Stocks, and our selection of varieties includes only those proven to be the most desirable.

As long ago as 1932 we received fifteen various awards from The Royal Horticultural Society of Great Britain for our doubleness and trueness of our Stocks. Every year we continue to carry on the immense amount of detail work necessary to maintain our foremost position.

DWARF TEN WEEK, (Double Large Flowering), 1 ft.

Ten Week Stocks are so named because they bloom in ten weeks after planting seed. Those in heavy type are the varieties we have selected as being the best of the brightest colors. In our test plantings they all grow and bloom together.

Azure Blue	\$1.25	\$12.00
Blood Red	1.25	12.00
Brilliant Rose	1.25	12.00
Canary Yellow	1.25	12.00
Carmine	1.25	12.00
Carmine Pink	1.25	12.00
Crimson	1.25	12.00
Dark Blue	1.25	12.00
Deep Cream	1.25	12.00
Deep Purple	1.25	12.00
Deep Rose, H.C., R.H.S.	1.25	12.00
Flesh, A.M., R.H.S.	1.25	12.00
Lavender, A.M., R.H.S.	1.25	12.00
Light Blue	1.25	12.00
Pansy Violet, H.C., R.H.S.	1.25	12.00
Purple	1.25	12.00
Rose	1.25	12.00
White, A.M., R.H.S.	1.25	12.00
W-F Formula Blend. A superior Mixture blended from the brightest colors of the above varieties, all separately grown	1.25	10.00
Choice Mixed Colors, very double.....	1.00	8.00

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	"The World's Best Double Stocks"	Price per oz.	Price per lb.
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EARLY GIANT IMPERIAL, (Double Improved Bismarck)

An especially meritorious class of branching habit. Very early blooming and producing a high percentage of doubles, 2½ ft. Suitable for greenhouse culture or growing out of doors.

W-F	Antique Copper, Hellebore red.....	\$1.25	\$10.00
	Blood Red	1.25	10.00
	Blush (Apple Blossom) H.C., R.H.S.....	1.25	10.00
W-F	Buttercup	1.25	10.00
	Canary Yellow (Golden Ball).....	1.25	10.00
	Chamois, ivory, tinted old rose. A.M., R.H.S.....	1.25	10.00
	Chamois Rose, A.M., R.H.S.....	1.25	10.00
	Crimson	1.25	10.00
	Dark Blue	1.25	10.00
W-F	Elk's Pride, royal purple.....	1.25	10.00
	Fiery Blood Red	1.25	10.00
	Flesh, A.M., R.H.S.....	1.25	10.00
W-F	Golden Rose, light golden rose.....	1.25	10.00
	Heatham Beauty, Rose shaded Salmon.....	1.25	10.00
	Lavender	1.25	10.00
	Lilac	1.25	10.00
	Rose, deep rose pink.....	1.25	10.00
	Santa Maria, giant white.....	1.25	10.00
W-F	Shasta, white	1.25	10.00
	W-F Formula Blend. A most excellent mixture made from carefully chosen separate varieties to assure the best pro- portion of distinct colors.....	1.10	9.00
	Choice Mixed Colors, very double.....	1.00	8.00

GIANTS OF CALIFORNIA

We recommend our Early Giant Imperial strains.

SUPER GIANT IMPERIAL

We recommend our Early Giant Imperial strains.

Breeding work on Early Giant Imperial has entirely superseded the Giants of California and Super Giant Imperial types for quality of bloom, spike, doubleness and are therefore discontinuing these two strains, recommending your use of the Giant Imperial colors, and thereby avoiding unnecessary duplication, and providing a superior type Stock for your trade.

WALLER FLOWERSEED COMPANY

Flower Seeds	"The World's Best Double Stocks"	Price per oz.	Price per lb.
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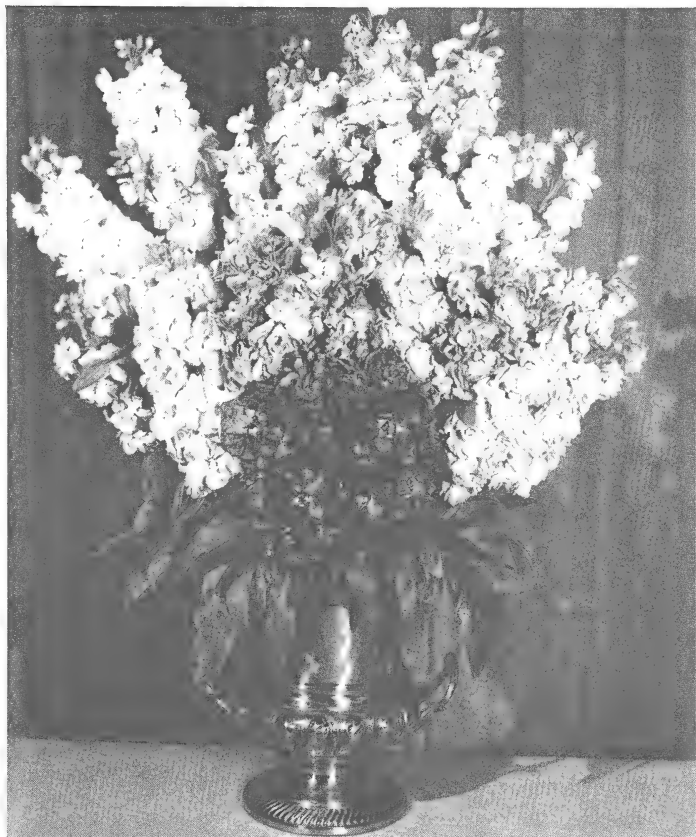
BEAUTY OF NICE, (Double), 2 ft.

American Beauty, deep rose pink.....	\$1.25	\$10.00
Apricot Beauty	1.25	10.00
Aurora (Chamois) cream tinted pink.....	1.25	10.00
Canary Yellow (Monte Carlo).....	1.25	10.00
Carminc Rose (Abundance).....	1.25	10.00
Crimson (Souvenir de Monaco).....	1.25	10.00
Deep Blue (Summer Night).....	1.25	10.00
Flesh Pink (Beauty of Nice).....	1.25	10.00
Light Blue (Cote d'Azure).....	1.25	10.00
Lloyd George, large blood red.....	1.25	10.00
Old Rose (Belle de Naples) H.C., R.H.S.....	1.25	10.00
Pale Violet (Parma Violet).....	1.25	10.00
Rosy Lilac (Queen Alexandra).....	1.25	10.00
Salmon Rose (Salmon King) H.C., R.H.S.....	1.25	10.00
White Shaded Pink (Almond Blossom).....	1.25	10.00
White (Mont Blanc)	1.25	10.00
W-F Formula Blend. A rich mixture especially made by using the best of the separate varieties in proper proportion...	1.10	9.00
Choice Mixed Colors.....	1.00	8.00

PERPETUAL BRANCHING, (Double Giant Perfection), 2 ft.

Blood Red (Brilliant).....	1.20	12.00
Canary Yellow (Creole) A.M., R.H.S.....	1.20	12.00
Flesh	1.20	12.00
Heatham Beauty, rose shaded terra cotta.....	1.20	12.00
Pale Blue (May Queen).....	1.20	12.00
Queen of the Belgians, pale violet.....	1.20	12.00
Rose, rose pink, A.M., R.H.S.....	1.20	12.00
Silvery Lilac (Empress Augusta Victoria) A.M., R.H.S.....	1.20	12.00
Snowdrift, pure white.....	1.20	12.00
Violet (Sapphire)	1.20	12.00
White (Princess Alice).....	1.20	12.00
W-F Formula Blend.....	1.20	12.00
Choice Mixed Colors, very double.....	1.10	9.00

WHOLESALE GROWERS AND BREEDERS



Abundant double blooms

EMPEROR, (Double Brompton), 2 ft.

Price per oz. per lb.

Early Harbinger Improved, mixed colors. Usually grown as a biennial for winter flower.....	\$2.50	\$25.00
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VIRGINIAN STOCK (French Forget-Me-Not), 1 ft. annual single

Mixed Colors, dwarf compact.....	.50	4.00
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WALLER FLOWERSEED COMPANY

Flower Seeds	"The World's Best Double Stocks"	Price per oz.	Price per lb.
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IMPROVED COLUMN, (Double Giant Excelsior), 3 ft.

W-F	American Beauty Select. New and deeper selection.....	\$5.00	\$50.00
	Apple Blossom, Blush pink.....	5.00	50.00
	Avalanche. New early white.....	5.00	50.00
	Avalanche 1000, New, earlier than regular Avalanche.....	5.00	50.00
	Ball's Apricot No. 24. Deeper shade than No. 20.....	5.00	50.00
	Ball's Pink No. 11, rose pink.....	5.00	50.00
	Ball's Purple No. 21 (Purple Heart), Greatly Improved ver- sion of this fine standard strain.....	5.00	50.00
	Ball's Rose Improved No. 14. New intense bright rose pink, deeper than No. 22.....	5.00	50.00
	Ball's Ruby Improved No. 8. New distinctly different scarlet crimson without blue cast of American Beauty or Illusion	5.00	50.00
	Ball's Supreme No. 22, deep silvery rose.....	5.00	50.00
	Ball's White No. 16.....	6.00	60.00
	Chamois Pink Improved No. 9.....	5.00	50.00
W-F	Enchantress Pink. New large flowered vigorous deep blush pink	5.00	50.00
	Gardenia, glistening white.....	5.00	50.00
	Illusion, scarlet red	5.00	50.00
	Lilac Lavender No. 1, regular strain.....	5.00	50.00
	Lilac Lavender No. 1 Deep. Slightly deep selection.....	5.00	50.00
	Malmaison Pink Improved No. 7. Warm blush pink.....	5.00	50.00
W-F	Pacific Blue, new clear mid-blue.....	5.00	50.00
W-F	Pacific Crimson	5.00	50.00
W-F	Pacific Pink. First pure true pink Stock, outstanding under arti- ficial light. For Trysomic version of this Stock, see page 52	5.00	50.00
W-F	Pacific White. Early, well spaced flat florets.....	5.00	50.00
W-F	Shell Pink (Blush). New light pink, early.....	5.00	50.00
	Silvery Lilac. Best lavender	5.00	50.00
W-F	Twilight Lavender. A new deeper lavender, darker than Lilac Lavender No. 1 Deep. Wonderful under artificial light.....	5.00	50.00
	White Christmas, earlier than Avalanche 1000.....	5.00	50.00
W-F	Yellow Wonder, deep creamy yellow.....	5.00	50.00
	W-F Formula Blend. A choice mixture of all varieties.....	4.00	40.00

WHOLESALE GROWERS AND BREEDERS



Unsurpassed Sweet Peas

WALLER FLOWERSEED COMPANY

Sweet Peas	Price per lb.
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SWEET PEAS

Lathyrus odoratus—Annual Climber—340 seeds per oz.

Sweet Peas are the largest single selling item in our production. We feel this is due in great part to the very special attention given Sweet Peas in our breeding work and production program, as well as our carefully selected list.

We have indicated the preferable variety by use of a solid dot. •

NEW EARLY MULTIFLORA VARIETIES

Six to seven blooms are not uncommon under proper cultivation. Extremely vigorous vines with long sturdy stems.

Beauty Rose, rose (white ground).....	\$3.00
Blaze, scarlet rose	3.00
•Blue Wonder, medium blue.....	3.00
Brilliant Rose, we recommend Deep Rose.....	3.00
Christmas Red, carmine rose.....	3.00
•Cranberry Red, crimson.....	3.00
Dandy, we recommend Geo. J. Ball.....	3.00
Daybreak, deep salmon rose (cream ground).....	3.00
Deep Rose, deep rose pink (white ground).....	3.00
El Capitan, light carmine rose.....	3.00
Elk's Purple, purple	3.00
•Geo. J. Ball, salmon rose pink (cream ground).....	3.00
Jack Frost, white (black seeded)	3.00
Kris Krinkle, we recommend Cranberry Red.....	3.00
•Lavender	3.00
Light Rose Pink, we recommend Whirlwind.....	3.00
Medium Rose Pink, we recommend Rose.....	3.00
Moonglow, cream (black seeded).....	3.00
•Orange Cerise, salmon rose (cream ground).....	3.00
Orchid, deep lavender	3.00
•Rose, rose pink (white ground).....	3.00
Rose Glory, we recommend El Capitan.....	3.00
Rose Queen, we recommend Whirlwind.....	3.00
Salmon Pink, salmon rose pink (cream ground).....	3.00
•Whirlwind, cream pink (white ground).....	3.00
•White (white seeded).....	3.00
W-F Formula Mixed Colors, especially grown from separate colors, proportioned according to our formula for maintaining the best color balance	2.75
Choice of Mixed Colors, includes very wide range of colors.....	2.25

WHOLESALE GROWERS AND BREEDERS

Sweet Peas	Price per lb.
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EARLY FLOWERING SPENCER VARIETIES

We feel these are still the most desirable Early Flowering Sweet Peas due to the excellent color range, form of bloom, and certainly are the florist preference.

	•American Beauty, carmine rose.....	\$3.00
W-F	•Amethyst, purple	3.00
	•Ball Orange Improved, orange.....	3.00
W-F	Celestial, salmon rose (cream ground).....	3.00
	Daphne, light salmon pink (cream ground).....	3.00
W-F	•Florist Blue, medium blue.....	3.00
	•Helen Hayes, light salmon rose (cream ground).....	3.00
	Hope, white (black seeded).....	3.00
	•Kate Smith, scarlet	3.00
	•Memory, lavender	3.00
	Mrs. H. S. Reddick, light rose pink (cream ground).....	3.00
	Oriental, cream (black seeded).....	3.00
W-F	Othello, maroon	3.00
W-F	•Red Giant, crimson	3.00
	Sequoia, salmon rose pink (cream ground).....	3.00
W-F	•Shirley Temple, rose pink (white ground).....	3.00
W-F	Skippy, salmon (cream ground).....	3.00
	Triumph, mauve	3.00
	•White Giant (white seeded).....	3.00
	W-F Formula Mixed Colors, especially grown from separate colors, proportioned according to our own formula for maintaining the best color balance	2.75
	Choice Mixed Colors.....	2.25

WALLER FLOWERSEED COMPANY

Sweet Peas	Price per lb.
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NEW CUTHBERTSON FLORIBUNDA VARIETIES

The latest addition to the Spring Flowering mid-season class of Sweet Peas, extremely vigorous, long stemmed and heat resistant.

As rapidly as a complete color range becomes available, we feel these should replace the regular Cuthbertson varieties due to the fact that the Floribunda varieties possess all the attributes of the regular Cuthbertsons, but will under proper conditions produce five or more blooms per stem of better formed flowers.

Ann, rose (white ground).....	\$2.00
Astrid, pale lavender.....	2.00
•Catherine, salmon rose (cream ground).....	2.00
Connie, salmon pink (cream ground).....	2.00
•Daisy, white (black seeded).....	2.00
•Danny, dark blue	2.00
David, carmine rose.....	2.00
Eileen, light rose pink (cream ground).....	2.00
•Evelyn, salmon (cream ground).....	2.00
•Flora, rose (white ground).....	2.00
Frances, light salmon pink (cream ground).....	2.00
•Frank G., deep lavender.....	2.00
Jennie, white (white seeded).....	2.00
Joy, light salmon pink (cream ground).....	2.00
•Kenneth, crimson	2.00
•Liza, maroon	2.00
•Lois, rose pink (white ground).....	2.00
Mac, crimson	2.00
Nancy, cream, flushed salmon (cream ground).....	2.00
•Peggy, mauve	2.00
•Robert, blue (lavender cast).....	2.00
•Ruth, deep rose pink (white ground).....	2.00
William, blush pink and picotee (white ground).....	2.00
W-F Formula Mixed Colors.....	1.90
Choice Mixed Colors, includes much wider range of color than above varieties	1.60

WHOLESALE GROWERS AND BREEDERS

Sweet Peas	Price per lb.
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REGULAR CUTHBERTSON VARIETIES

Vigorous long stemmed and heat resistant, but lacking the profusion and number of blooms found on the new Floribunda varieties. We expect this group to be replaced as soon as the color range is comparable.

Carol , rose pink (cream ground).....	\$2.00
Catherine , we recommend Floribunda Catherine.....	2.00
Danny , we recommend Floribunda Danny.....	2.00
David , we recommend Floribunda David.....	2.00
Evelyn , we recommend Floribunda Evelyn.....	2.00
Flora , we recommend Floribunda Flora.....	2.00
Frances , we recommend Floribunda Frances.....	2.00
Frank G. , deep lavender.....	2.00
Hazel , light blue	2.00
Janet , we recommend Floribunda Daisy.....	2.00
Jennie , we recommend Floribunda Jennie.....	2.00
Jessie , we recommend Floribunda Jessie.....	2.00
• Jimmy , scarlet	2.00
Katie , we recommend Floribunda Eileen.....	2.00
Kenneth , we recommend Floribunda Kenneth.....	2.00
Liza , we recommend Floribunda Liza.....	2.00
Lois , we recommend Floribunda Lois.....	2.00
Marion , cream (black seeded).....	2.00
• Ronnie , orange	2.00
Tommy , medium blue	2.00
William , we recommend Floribunda William.....	2.00
W-F Formula Mixed Colors , especially grown from separate colors, proportioned according to our own formula for maintaining the best color balance	1.90
Choice Mixed Colors	1.60

WALLER FLOWERSEED COMPANY

Sweet	Price
Peas	per lb.

NEW AND STANDARD SPENCER VARIETIES

Air Warden, orange pink.....	\$2.00
•Ambition, lavender	2.00
•Capri, light blue	2.00
Carlotta, rose (white ground).....	2.00
Cream Gigantic, (black seeded).....	2.00
•Elizabeth Taylor, mauve	2.00
•Fortune, dark blue	2.00
Gaiety, bi-color rose pink and white.....	2.00
Gertrude Tingay, pale lavender.....	2.00
•Gigantic, white (black seeded).....	2.00
King White, (white seeded).....	2.00
•Mabel Gower, medium blue.....	2.00
Miss California, salmon cream pink (cream ground).....	2.00
Mollie, deep salmon rose (cream ground).....	2.00
•Monty, light rose pink (cream ground).....	2.00
Mrs. C. Kay, pale lavender.....	2.00
Mrs. R. Bolton, salmon rose pink (cream ground).....	2.00
Olympia, purple	2.00
Patricia Unwin, salmon (cream ground).....	2.00
Piccadilly, salmon rose (cream ground).....	2.00
•Pinkie, rose pink (white ground).....	2.00
Pirate Gold, orange	2.00
•Princess Elizabeth, salmon (cream ground).....	2.00
Prolific, light rose pink (cream ground).....	2.00
Reconnaissance, blush pink and picotee (cream ground).....	2.00
•Red Supreme, crimson.....	2.00
Smiles, deep salmon pink (cream ground).....	2.00
Stylish, medium blue.....	2.00
Swan Lake, white (black seeded).....	2.00
•Tangerine Improved, orange	2.00
Tell Tale, blush pink and picotee (white ground).....	2.00
•Warrior, maroon	2.00
•Welcome, scarlet.....	2.00
What Joy, cream (white seeded).....	2.00
Winston Churchill, crimson	2.00

W-F

WHOLESALE GROWERS AND BREEDERS

Sweet Peas	Price per oz.	Price per lb.
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SILVER GILT MEDAL MIXED COLORS

Originated by our firm at the time of the Panama-Pacific International Exposition in San Francisco 1915, at which time the Silver Gilt Medal of the American Sweet Pea Society was presented to our firm for a display of Sweet Peas at this Exposition. Blended from a proven and constantly improved formula, this Mixture has signified quality in mixed Sweet Peas for over forty years.

Price per lb. \$1.80

Choice Mixed Colors, finest field grown mixture obtainable, all varieties in proper color balance..... \$1.60

SPECIAL MIXTURES

Unwin's Striped (Butterfly Hybrids), a gay and interesting blend of varietgated colors, exceedingly novel..... 3.00

CUPID GRANDIFLORA, 6 inches

Choice Mixed Colors..... \$0.50 5.00

CUPID SPENCER

Choice Mixed Colors..... .50 5.00

SPENCER BUSH TYPE

Boy Blue, medium blue..... 2.50 25.00

Caprice, red maroon 2.50 25.00

Coquette, red rose 2.50 25.00

Heidi, bright rose 2.50 25.00

Pansy Face, bicolor pink and white..... 2.50 25.00

Pollyanna, cream 2.50 25.00

Sinbad, dark blue 2.50 25.00

Snowflake, white 2.50 25.00

Little Sweetheart, mixed colors, of this new and different class of Sweet Pea, upright plants, 8 inches high from a perfectly rounded bush..... 1.25 10.00

WALLER FLOWERSEED COMPANY

SWEET PEA COLOR CLASSIFICATION

This new Color Classification includes the new Multifloras and Cuthbertson Floribundas, and we feel should prove of great help to you in clarifying what is now a complex listing of Sweet Peas.

Classification by type and season of bloom is lined up across the top of each page in order of earliness from left to right. Exact color groups are listed horizontally, and a few moments of reading will show you that you can easily compare colors within each different group across the page with certainty that each color group contains only identical colors.

EARLY 15 weeks to bloom	EARLY MULTIFLORA 15 weeks to bloom	CUTH- BERTSON 17 weeks to bloom	CUTHBERTSON FLORIBUNDA 17 weeks to bloom	LATE SPENCER 19 weeks to bloom
WHITE (BLACK SEEDED)				
Hope	Jack Frost	Janet	Daisy	Gigantic Swan Lake
WHITE (WHITE SEEDED)				
White Giant	White	Jennie	Jennie	King White
CREAM (BLACK SEEDED)				
Oriental	Moonglow	Marion		Cream Gigantic
CREAM (WHITE SEEDED)				
				What Joy
BLUSH PINK AND PICOTEE (WHITE GROUND)				
		William	William	Tell Tale
CREAM PINK (WHITE GROUND)				
	Whirlwind Light Rose Pink Rose Queen			
LIGHT ROSE PINK (CREAM GROUND)				
Mrs. H. S. Reddick		Katie	Eileen	Prolific Monty
ROSE PINK (CREAM GROUND)				
		Carol		
ROSE PINK (WHITE GROUND)				
Shirley Temple	Rose Medium Rose Pink	Lois	Lois	Pinkie
SALMON ROSE PINK (CREAM GROUND)				
Sequoia	Salmon Pink Geo. J. Ball Dandy			Mrs. R. Bolton

WHOLESALE GROWERS AND BREEDERS

SWEET PEA COLOR CLASSIFICATION—Continued

EARLY 15 weeks to bloom	EARLY MULTIFLORA 15 weeks to bloom	CUTH- BERTSON 17 weeks to bloom	CUTHBERTSON FLORIBUNDA 17 weeks to bloom	LATE SPENCER 19 weeks to bloom
DEEP ROSE PINK (WHITE GROUND)				
	Deep Rose Brilliant Rose		Ruth	
ROSE (WHITE GROUND)				
	Beauty Rose	Flora	Ann Flora	Carlotta
LIGHT CARMINE ROSE				
	El Capitan Rose Glory			
CARMINE ROSE				
American Beauty	Christmas Red	David	David	
BLUSH PINK AND PICOTEE (CREAM GROUND)				
				Reconnaissance
CREAM, FLUSHED SALMON (CREAM GROUND)				
			Nancy	
SALMON CREAM PINK (CREAM GROUND)				
				Miss California
LIGHT SALMON PINK (CREAM GROUND)				
Daphne		Frances	Frances Joy	
SALMON (CREAM GROUND)				
Skippy		Evelyn	Evelyn	Patricia Unwin Princess Elizabeth
SALMON PINK (CREAM GROUND)				
			Connie	
DEEP SALMON PINK (CREAM GROUND)				
				Smiles
LIGHT SALMON ROSE (CREAM GROUND)				
Helen Hayes				
SALMON ROSE (CREAM GROUND)				
Celestial	Orange Cerise	Catherine	Catherine	Piccadilly
DEEP SALMON ROSE (CREAM GROUND)				
	Daybreak			Mollie
ORANGE PINK				
				Air Warden

WALLER FLOWERSEED COMPANY

SWEET PEA COLOR CLASSIFICATION—Continued

EARLY 15 weeks to bloom	EARLY MULTIFLORA 15 weeks to bloom	CUTH- BERTSON 17 weeks to bloom	CUTHBERTSON FLORIBUNDA 17 weeks to bloom	LATE SPENCER 19 weeks to bloom
ORANGE				
Ball Orange Imp.		Ronnie		Pirate Gold Tangerine Improved
SCARLET ROSE	Blaze			
SCARLET				
Kate Smith		Jimmy		Welcome
CRIMSON				
Red Giant	Cranberry Red Kris Kringle	Kenneth	Kenneth	Red Supreme Winston Churchill
LIGHT BLUE				
		Hazel		Capri
MEDIUM BLUE				
Florist Blue	Blue Wonder	Tommy		Mabel Gower Stylish
BLUE (LAVENDER CAST)				
			Robert	
DARK BLUE				
		Danny	Danny	Fortune
PALE LAVENDER				
			Astrid Frank G.	Mrs. C. Kay Gertrude Tingay
LAVENDER				
Memory	Lavender			Ambition
DEEP LAVENDER				
	Orchid	Frank G.		
MAUVE				
Triumph		Jessie	Peggy	Elizabeth Taylor
PURPLE				
Amethyst	Elk's Purple			Olympia
MAROON				
Othello		Liza	Liza Mac	Warrior
ROSE PINK AND WHITE BI-COLOR				Gaiety

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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SWEET WILLIAM

Dianthus Barbatus—31,000 seeds per oz.



Gay combinations of crimson, ruby, deep rose pink and white on self, zoned and edged flowers. Four to six inches in height, blooming outdoors seven to eight weeks after planting. Can be forced in greenhouse in six weeks to first bloom. Compact and ideal as a red edging plant, a welcome variation from the usual blues, violets, and white edging plants. Seed should be sown in place, and not thinned or transplanted, not more than one inch apart.

Price per oz. \$4.00; per lb. \$40.00

SINGLE BIENNIAL, 2 ft.

Dark Crimson	\$.95	\$ 7.50
Giant White95	7.50
Holborn Glory, crimson, white eye.....	.95	7.50
Homeland, dark red, white center.....	.95	7.50
Newport Pink95	7.50
Purple Beauty95	7.50
Scarlet Beauty95	7.50
White95	7.50
Choice Mixed Colors.....	.60	5.00

Dwarf Alpine Mixed (Indian Carpet), 4 in., per oz. \$2.50, per lb. \$25.00

DOUBLE BIENNIAL, 2½ ft.

Choice Mixed Colors.....	.95	7.50
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THUNBERGIA

Black Eyed Susan—Annual Climber—1,200 seeds per oz.

Choice Mixed Colors.....	1.50	15.00
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TITHONIA

Golden Flower of the Incas—Annual—2,800 seeds per oz.

Torch, orange scarlet, single, B.M., A.A.S., 4 ft.....	1.50	15.00
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TRITOMA

Red Hot Poker—Perennial—22,400 seeds per oz.

<i>Hybrida Mirabilis</i> , blooms first year.....	1.25	10.00
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WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb.
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VERBENA

Vervain—Annual—10,000 seeds per oz.

MULTIFLORA, (Hybrida Grandiflora Improved), 1 ft.

W-F	Firelight, (Spectrum Red) (Vivid), brilliant solid red without eye, preferable to Lucifer.....	\$2.00	\$20.00
W-F	Roselight, (Luminosa), rose with white eye.....	2.00	20.00
W-F	Salmon Queen, (Giant Salmon Pink), bright salmon, small cream eye	2.00	20.00
W-F	Snow White, (white).....	2.00	20.00
W-F	Starlight, (Royale), blue, cream eye.....	2.00	20.00
W-F	Choice Blend of Colors, formula of above colors.....	1.75	17.50

HYBRIDA GRANDIFLORA (Giants), 1 ft.

W-F	Beauty of Oxford Hybrid, rose pink.....	2.00	20.00
	Blue Shades	2.00	20.00
	Floradale Beauty, bright rose shades.....	2.00	20.00
W-F	Lavender Glory, large lavender with medium sized creamy white eye, variable, 75% true to color.....	2.00	20.00
	Marilyn, fiery cerise scarlet, cream eye.....	2.00	20.00
	Pink and Rose Shades.....	2.00	20.00
	Sparkle, dwarf compact red, white eye.....	2.50	25.00
	Sutton's Blue, large flowered tall deep royal blue without eye..	2.00	20.00
	W-F Formula Blend, proper proportions of all above varieties including Multifloras	1.75	17.50
	Choice Mixed Colors, field grown.....	1.50	15.00

HYBRIDA (Mammoth), small flowered, 1 ft.

	Ideal Florist Strain, mixed colors in an exceptionally fine spreading and low growing habit.....	1.50	15.00
	Choice Mixed Colors.....	1.20	12.00

EARLY DWARF UPRIGHT, 8 in.

W-F	Rainbow Strain, mixed colors, earliest of all Verbenas, blooms in flats. Specially designed for the bedding plant trade. This is the plant grower's dream in a wide and unusual range of colors, and featuring the early blooming center spike which places it weeks ahead of any other Verbena....	2.50	25.00
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VINCA ROSEA

TALL, 1 ft.

Periwinkle—Annual—22,000 seeds per oz.

	Alba, pure white	1.40	14.00
	Crimson, dark rose pink.....	1.40	14.00
	Rose	1.40	14.00
	White with eye.....	1.40	14.00
	Choice Mixed Colors	1.25	12.50

DWARF, 6 in.

	Coquette (Pinkie)	3.00	30.00
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WHOLESALE GROWERS AND BREEDERS



Violas unsurpassed for size and quality of bloom.

WALLER FLOWERSEED COMPANY

Flower
Seeds

Price
per oz. Price
per lb.

VIOLAS

Tufted Pansy—Biennial—Annual—6 in.—25,000 seeds per oz.



W-F SPECIAL LARGE FLOWERING STRAINS

W-F Violas have been bred for size of bloom, trueness to color and free flowering characteristics. Unsurpassed in the trade, and recognized the world over as the standard of quality in Violas.

Price
Per oz. Per lb.

Arkwright Ruby , rich ruby crimson shading to terra cotta	\$4.50	\$45.00
Blue Butterfly , deep blue with white wings.....	4.50	45.00
Blue Perfection , medium clear blue.....	4.00	40.00
Chantreyland , huge pure apricot.....	4.50	45.00
Firmament , slightly smaller flowered, pure sky blue..	7.00	70.00
W-F Georgia Peach , huge peach colored blooms.....	4.50	45.00
Lutea Splendens , large canary yellow.....	4.00	40.00
White Perfection , huge pure white.....	4.00	40.00
W-F Formula Blend , gay crystal clear colors in delightful combination	4.00	40.00
Choice Mixed Colors , above varieties in pleasing proportion	3.00	30.00

Johnny Jump-Up, (Helen Mount), bicolor purple and yellow, small flowered, prolific bloomer..... \$6.00 \$60.00

WALLFLOWER

Gilliflower—Annual—1 ft.—15,000 seeds per oz.

Choice Mixed Colors, single..... .60 5.00

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
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ZINNIA

Youth and Old Age—Annual

DAHLIA FLOWERED, Giant Double, 3 ft.—2,800 seeds per oz.

Canary Bird, primrose yellow.....	\$0.85	\$ 7.00
Crimson Monarch, deep crimson.....	.85	7.00
Dream, lavender turning to purple.....	.85	7.00
Exquisite, light rose with deep rose center.....	.85	7.00
Golden Dawn, golden yellow.....	.85	7.00
Golden State, yellow orange, turning to orange.....	.85	7.00
Illumination, deep rose self.....	.85	7.00
Luminosa, bright pink.....	.85	7.00
Meteor, darkest red.....	.85	7.00
Oriole, orange and gold.....	.85	7.00
Polar Bear, white.....	.85	7.00
Purple Prince, deep purple.....	.85	7.00
Royal Purple, deep rich reddish purple, A.A.S. '42.....	.85	7.00
Scarlet Flame, bright scarlet.....	.85	7.00
Will Rogers, deep scarlet.....	.85	7.00
W-F Pastel Blend. A special blend of only the lighter shades and softer colors.....	.85	7.00
W-F Formula Blend. Made by using the brightest of the dis- tinct colors of separate varieties.....	.85	7.00
Choice Mixed Colors80	6.50

FANTASY, 2½ ft.—5,000 seeds per oz.

Medium size flowers with shaggy and twisted petals.		
Melody, orchid lavender.....	1.10	9.00
Rosalie, rose	1.10	9.00
Star Dust (A.A.S. '37), golden yellow.....	1.10	9.00
White Light (A.A.S. '39), white.....	1.10	9.00
Wildfire, brilliant scarlet.....	1.10	9.00
W-F Formula Blend. Correct proportion of all the above sep- arately grown varieties.....	1.10	9.00
Choice Mixed Colors75	6.00

WALLER FLOWERSEED COMPANY

Flower Seeds	Price per oz.	Price per lb
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CALIFORNIA GIANT, Double Mammoth, 3 ft. 2,800 seeds per oz.

Brightness, glowing pink.....	\$0.85	\$ 7.00
Cherry Queen, luminous cerise rose.....	.85	7.00
Crimson Queen, rich crimson.....	.85	7.00
Daffodil, canary yellow.....	.85	7.00
Enchantress, light rose with deep rose center.....	.85	7.00
Golden Queen, golden yellow.....	.85	7.00
Grenadier, dark red.....	.85	7.00
Lavender Queen, deep rosy lavender.....	.85	7.00
Miss Willmott, soft pink.....	.85	7.00
Orange King, burnt orange.....	.85	7.00
Purity, white85	7.00
Salmon Queen85	7.00
Scarlet Queen, glowing scarlet.....	.85	7.00
Violet Queen85	7.00
W-F Pastel Blend. Pastel shades selected from the above varieties85	7.00
W-F Formula Blend. Blended according to a formula, using all colors in proper proportion.....	.85	7.00
Choice Mixed Colors.80	6.50

LILLIPUT, Elegans Double, 1½ ft.—4,600 seeds per oz.

Black Ruby, rich blackish maroon, B.M., A.A.S. '41.....	.85	7.00
Canary Yellow85	7.00
Crimson Gem85	7.00
Flesh85	7.00
Golden Orange85	7.00
Lilac Gem85	7.00
Purple85	7.00
Rosebud, rose pink.....	.85	7.00
Salmon Rose85	7.00
Scarlet85	7.00
Valencia, burnt orange.....	.85	7.00
White85	7.00
W-F Pastel Blend. Delicate shades in harmonious blend.....	.85	7.00
W-F Formula Blend. Made by blending together the best separate varieties in proper proportion.....	.85	7.00
Choice Mixed Colors.80	6.50

WHOLESALE GROWERS AND BREEDERS

Flower Seeds	Price per oz.	Price per lb.
CUPID, 1 ft.—4,600 seeds per oz.		
Choice Mixed Colors.....	\$0.95	\$ 7.50
ELEGANS PUMILA DOUBLE (Cut and Come Again), 2-2½ ft.		
Choice Mixed—4,800 seeds per oz.85	7.00
DOUBLE GRACILLIMA		
Red Riding Hood (Coccinea), 1 ft.....	.95	7.50
HAAGEANA DOUBLE (Mexican Hybrids), 1 ft.—22,000 seeds per oz.		
Persian Carpet. (New) H.M., A.A.S. '51.....	1.20	12.00
SCABIOUS FLOWERED (Harmony Type), 2½ ft.—6,000 seeds per oz.		
Choice Mixed Colors.....	1.25	11.00
STRIATA, 3 ft.—4,000 seeds per oz.		
Peppermint Stick mixed (New).....	.85	7.00
SUPER CROWN O'GOLD, 3 ft.—2,800 seeds per oz.		
Pastel Tints, large flowered mixture of pastel shades.....	.80	6.50
NEW SUPER GIANTS, 3 ft.—3,200 seeds per oz.		
Mixed colors.....	.75	6.00
GIANT CACTUS FLOWERED, 3 ft.—3,200 seeds per oz.		
Burpee Giant Hybrids , mixed colors in interesting shades and form. Somewhat on the pastel side.....	.75	6.00
Blaze, orange scarlet.....	1.10	8.50
Eskimo, cream white.....	1.10	8.50
Floradale Scarlet80	6.50
Riverside Beauty, salmon pink.....	1.10	8.50
Sunny Boy, yellow	1.10	8.50
W-F Formula Blend , specially prepared from the above to give a stronger and brighter color range.....	.75	6.00

SPECIAL FLOWERSEED BLENDS

Bedding Garden Mixture, annuals under 2 ft.....	.50	4.00
California Native Flower Blend, see page 20.....	.60	5.00
Cut Flower Garden Mixture.....	.50	3.00
Scatter Garden Mixture, all sorts.....	.50	3.00

NOTES

